**SWOT Analysis**

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| --- | --- | --- | --- |
| S  Strength | W  Weakness | O  Oppurtunity | T    Threats |
| * Time saving: Transaction through internet is no doubt very fast. * Faster buying procedure * Brand recognition * Innovative products | * Fake websites * Fraudulent activity * Limitation of products that is only a limited number of products will be available * Long delivery timing | * Increasing no of users * Expand distribution options * Technological advancement * Increase of focus in customers towards brands * Wide business growth | * Privacy concerns * Innovation: Customers now a days are searching for innovative products * No direct interaction: People are not able to bargain so they will prefer to buy product physically in market |