

SWOT ANALYSIS MATRIX



Strengths	Weaknesses
<ul style="list-style-type: none"> – Professionally Designed Studio – State-of-the-Art Equipment – Enthusiastic Staff – Creative Team 	<ul style="list-style-type: none"> – Location – Limited Non-Media Marketing Budget – Unpredictability of Animals
Opportunities	Threats
<ul style="list-style-type: none"> – Popularity of Animal Videos – Potential for Celebrity Partnership – Collaboration with Advertising and Photography Professionals 	<ul style="list-style-type: none"> – Relative Ease of Duplication – Lax Copyright Laws – Beholden to Online Media Distribution Giants – Possible Legal Rule Changes in USA