

Weaknesses

- Lack of funding or cash flow issues.
- Outdated systems or time-consuming workflows.

Threats

- New competitors entering the market or existing ones becoming more aggressive.
- Threats of data breaches or cyberattacks.

A SWOT analysis diagram featuring four colored circles in a row, each containing a letter: 'S' (teal), 'W' (brown), 'O' (olive green), and 'T' (maroon). The circles are set against a background of four diagonal stripes in matching colors. Below each circle is a list of factors corresponding to that category: Strengths, Weaknesses, Opportunities, and Threats.

S

W

O

T

Strengths

- Excellent customer service or satisfaction.
- Innovation or proprietary technology.
- Skilled and experienced team.

Opportunities

- New consumer demands or preferences.
- Expanding into new markets or industries.
- Reaching untapped demographics or regions.