



Business Analysts

Digital Empowerment Network

Task No. 03

SWOT Analysis Template

Batch 02

Business Analysts

Prepared By:

Hafsa Waheed

SWOT ANALYSIS

@ASIM JOFA

STRENGTHS

S

- ASIM JOFA is popular brand, due to its stylish and luxury clothing.
- It is famous for creative and unique fashion that stands out.
- Famous celebrities promote the brand, making it more attractive

WEAKNESS

W

- The cloths are more expensive, which is difficult for everyone to buy.
- Mostly it targets only a group of customers looking for luxury and designer clothes, which limit its customer base.

OPPORTUNITIES

O

- ASIM JOFA can reach other customers by selling in more countries.
- Partnering with other designers can bring in fresh designs.
- By enhancing their online presence, more people can their clothes without going to store.

THREATS

T

- If the economy gets tough, fewer people may be able to buy expensive clothes.
- There is always the risk of copying designs by other companies, which cloud affect the brand's image.

attractive
making it more
promote the brand
• Famous celebrities
stands out
unique fashion that
eventual and

customer base
which limit its
designer clothes
for luxury and
customers looking
only a group of

to store
clothes without going
people can their
online presence, more
• By enhancing their
fresh designs
designers can bring in

brand's image
cloud affect the
companies, which
designer by other