

SWOT ANALYSIS FOR DOT GLASSES

THREATS

- Home delivery competitors are high.
- Weakening supplier relationships.
- People could not connect well to this product.
- Low investors.

OPPORTUNITIES

- Fast diagnosis and instant delivery in limited areas.
- No optometrists required.
- No need to contact eye doctor.
- Thousands of satisfied users in more than 10 countries, get their vision better.



STRENGTHS

- World's cheapest Glasses
- Quality Product.
- Eye glasses with vision care.
- Unbreakable lens.
- Adjustable Lens

WEAKNESSES

- Not available in many places.
- Across the world, the company having low branches and distributors.
- Poor promotions.
- Some people are having issues to get the product.