

STRENGTHS

- Healthy food aligns with growing trends like organic and clean eating.
- Flexibility to cater to specific dietary needs .
- Online presence allows broad market reach without physical store overhead.

THREATS

- Market saturation in the healthy food niche.
- Delivery challenges like delays or quality issues during transit.
- Rising ingredient costs affecting profit margins.



WEAKNESSES

- Difficult to build customer trust without physical
- High reliance on third-party delivery services.

OPPORTUNITIES

- Partnering with gyms, wellness influencers, or health-focused businesses.
- Offering meal subscriptions or personalized diet packages.
- Differentiating through eco-friendly packaging and customizable meal options.

STRENGTHS

- Structured team with clear roles: strategic planning, content creation, social media, SEO, and data analysis.
- Secondary roles overlap to provide flexibility and backup support.

THREATS

- Risk of burnout due to multitasking and limited manpower.
- Competitors attracting talent with better opportunities if team motivation or compensation falters.



WEAKNESSES

- No dedicated chefs or nutritionists, limiting product innovation.
- Dependence on a small team with limited capacity to scale operations.

OPPORTUNITIES

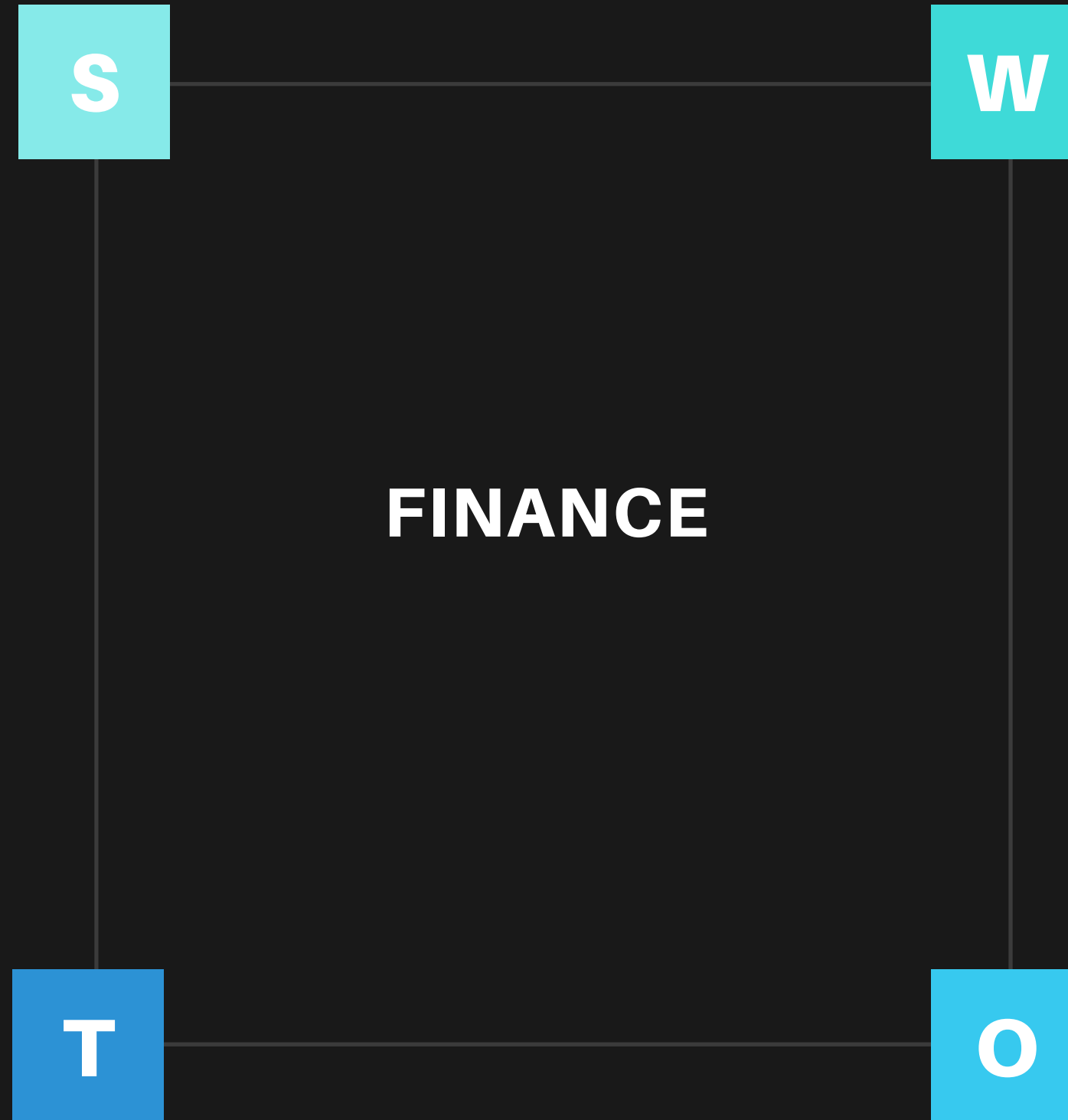
- Upskilling the team in areas like digital marketing, nutrition, and food safety.
- Hiring part-time professionals or outsourcing specific tasks like meal preparation and delivery.

STRENGTHS

- Low operational costs due to being an online-only business.
- Scalability potential without the need for heavy capital investment in physical stores.

THREATS

- Cash flow issues if operational costs rise unexpectedly.
- Delay in revenue generation impacting team morale and business operations.



WEAKNESSES

- No initial capital or financial reserve for marketing, inventory, or scaling operations.
- Dependence on organic reach and unpaid efforts, limiting growth potential.

OPPORTUNITIES

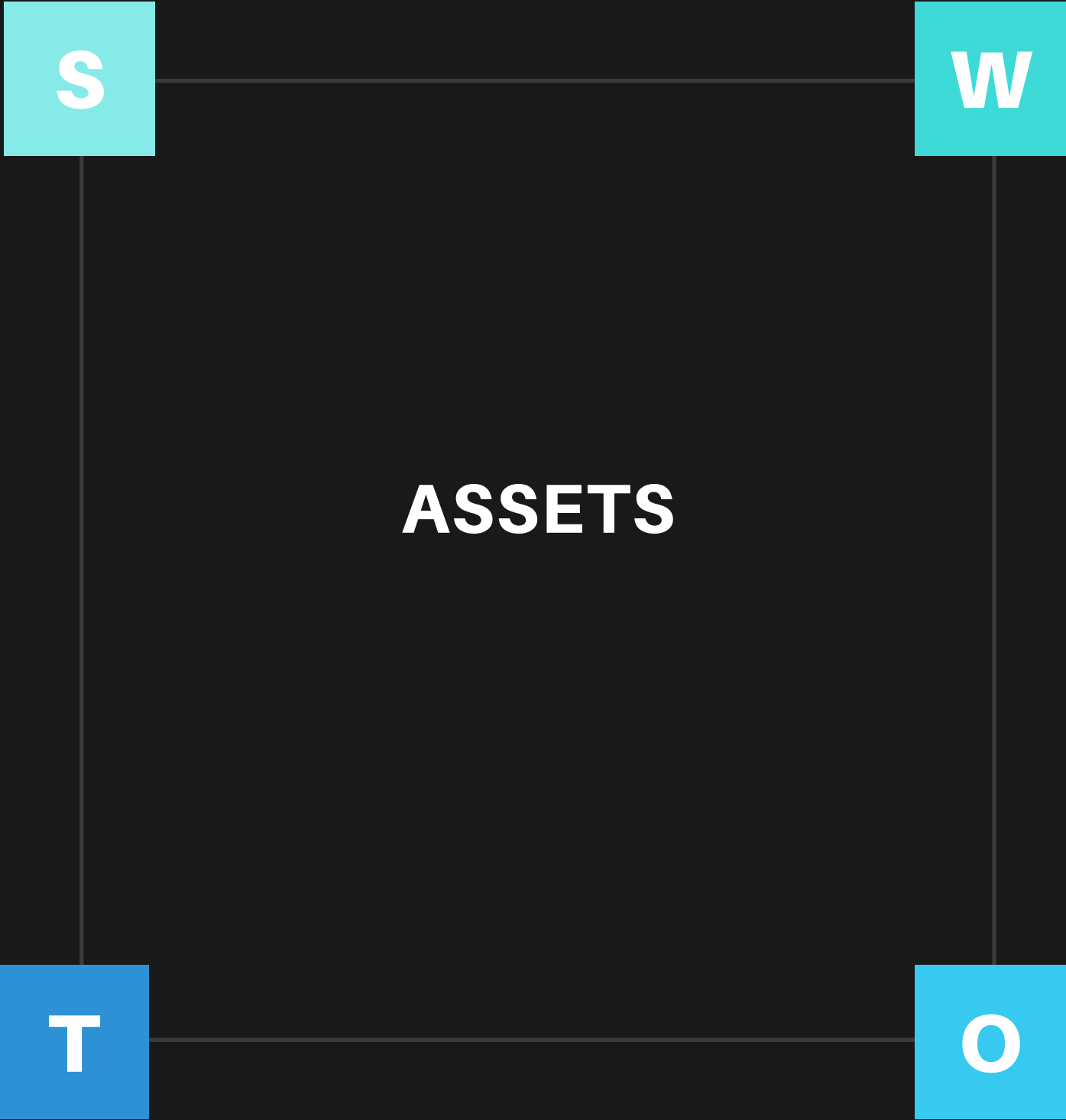
- Crowdfunding or grants targeting startups in health and wellness.
- Offering pre-order discounts to generate upfront revenue.
- Securing partnerships with investors .

STRENGTHS

- Team expertise in social media, SEO, and data analysis.
- Online presence with potential for website/app development.

THREATS

- Dependence on third-party platforms like Instagram or Facebook, with changing algorithms and policies.
- Lack of owned infrastructure hindering long-term growth.



WEAKNESSES

- No physical assets like storage, delivery equipment, or production facilities.
- Limited branding assets (e.g., professionally developed website or app).

OPPORTUNITIES

- Building a loyalty program to enhance brand retention.
- Developing exclusive health content (e.g., recipes, fitness tips) to strengthen digital presence.