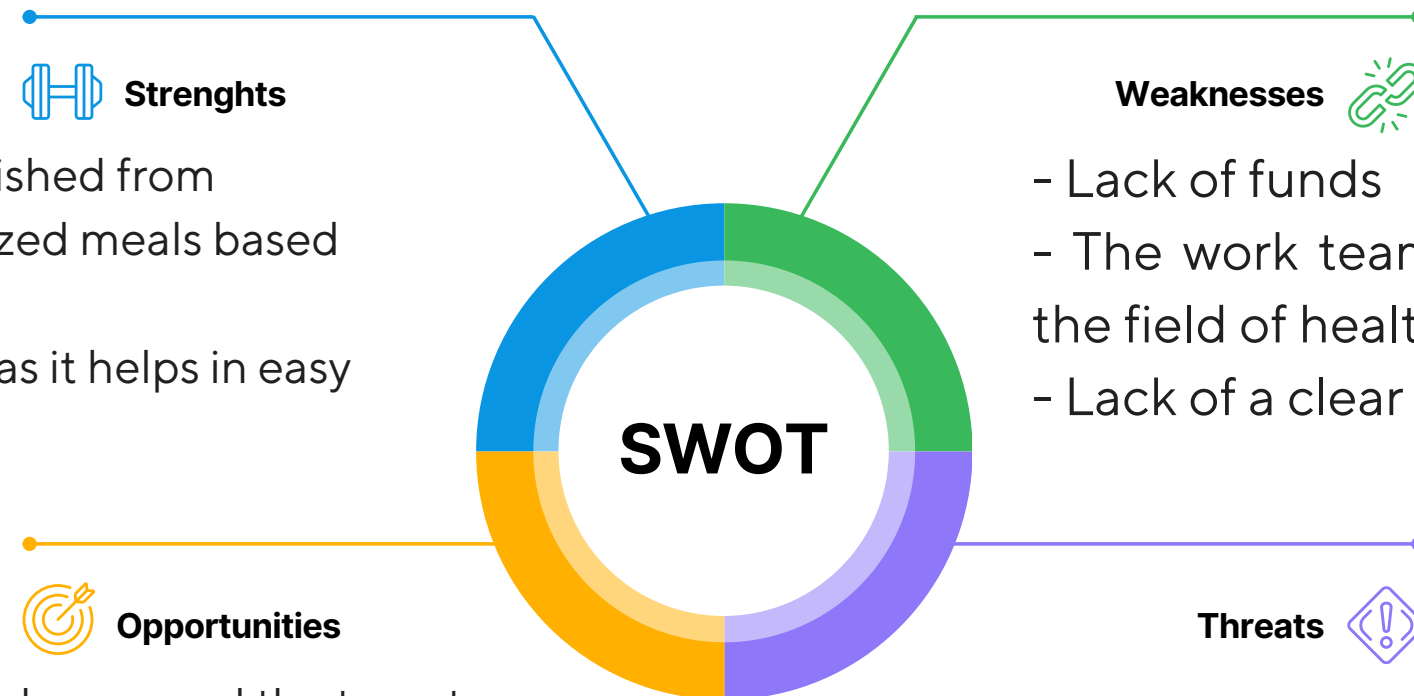


SWOT ANALYSIS



- Innovation in providing products, as the brand can be distinguished from competitors by providing innovative healthy options or customized meals based on customer needs.
- Relying primarily on electronic marketing to reach customers, as it helps in easy expansion, spread, and easy access to customers.

- Lack of funds
- The work team does not have experience in the field of healthy food
- Lack of a clear business plan

- Increasing partnerships with gyms and health centers, which helps expand the target customer base.
- Targeting companies and offices and signing annual contracts with them to provide healthy meals for company employees interested in good nutrition.
- Introducing monthly subscriptions for healthy meals while improving the customer experience by customizing meals.
- Entering the ready-to-eat sector in supermarkets, which provides wider spread.
- Lack of competitors, which provides a faster opportunity for growth and expansion.
- Lack of awareness of the importance of healthy eating, which gives us an opportunity to raise awareness of the importance of healthy eating, which contributes to increasing demand

- High prices of raw materials.
- Unstable prices and their constant change
- Lack of awareness of the importance of healthy eating