**S.W.O.T. Analysis**

**Organic Amazon**

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| **Strengths**  *What do you do well?*  *What unique resources can you draw?*  *What do others see as your strengths?* | **Weaknesses**  *What could you improve?*  *Where do you have fewer resources than others?*  *What are others likely to see as weaknesses?* |
| * **Attractive for farmers**: Provide suggested prices to farmers so they can earn the right fees from their products. * **Provide an experience**: We plan to schedule visits to the farms, so the customers can learn more about the products they consume. * **Eco-friendly**: Make partnerships with farms that use organic or biodynamic farming methods, providing an eco-friendly alternative for customers. | * **Lack of capital**: Initial funds would come from loans. * **More expensive**: Delivery and services provided could result in higher prices for products. |
| **Opportunities**  *What opportunities are open to you?*  *What trends could you take advantage of?*  *How can you turn your strengths into opportunities?* | **Threats**  *What threats could harm you?*  *What is your competition doing?*  *What threats do your weaknesses expose to you?* |
| * **Subscription model**: Offer subscriptions for customers to obtain discounts in products or shipping costs, access to the farm or receive seasonal products on a weekly basis. * **Healthy trend**: Organic food is trending upwards thanks to the inclination towards a healthier lifestyle. | * **EU Competition**: Similar businesses could appear in other parts of Europe before we can expand our business. * **Perishable food**: Hard to maintain inventory. Whatever is not sold would be wasted. |