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| **Oppurtunities** | **Risks** |
| Competitors have survived, ie Market is available | Established Competitors with similar idea |
| Competitor has individual services whereas ours will be an integrated service in the form of school | Willingness of people to spend money on daycare center is still unknown |
| Expand this platform to sell | Initial cost analysis suggests high price plans |
|  | Finding suitable sites for school operation |
|  | Lack of legal knowledge in the group |
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