



S	W	O	T
<ul style="list-style-type: none">• Government backing: Provides legitimacy and resources.	<ul style="list-style-type: none">• Bureaucracy and implementation: Delays and inconsistencies affect effectiveness.• Sustainability: Requires long-term planning and funding for zone maintenance.• Informal integration: Needs flexible approaches to include existing vendors.	<ul style="list-style-type: none">• Partner with private companies for cart manufacturing and zone development.• Leverage technology for zone management and vendor support.• Advocate for policy changes supporting street vendors' rights and livelihoods.	<ul style="list-style-type: none">• Changes in government leadership affecting program continuity.• Public resistance to designated zones.• Lack of awareness and participation from informal vendors.
<ul style="list-style-type: none">• Rural focus: Addresses specific needs of underserved communities.• Mobile platform: Facilitates communication and transactions.	<ul style="list-style-type: none">• Technology dependence: May exclude areas with limited connectivity.	<ul style="list-style-type: none">• Expand to other rural areas with similar needs.• Partner with agricultural organizations for wider farmer network.• Develop additional services like farm management and logistics solutions.	<ul style="list-style-type: none">• Weather and crop failures disrupting the supply chain.• Fluctuations in agricultural prices impacting vendor profitability.• Competition from existing rural marketing channels.
<ul style="list-style-type: none">• Micro-loans: Provide crucial financial support for business growth.• Digital tools: Improve efficiency and customer engagement.• Bangalore focus: Access to tech-savvy market.	<ul style="list-style-type: none">• Scalability: Adapting to diverse regional needs might be challenging.	<ul style="list-style-type: none">• Expand to other cities with large informal economies.• Partner with government initiatives for wider reach.• Economic downturns affecting loan repayments.	<ul style="list-style-type: none">• Economic downturns affecting loan repayments.