STRENGTHS

- **Empowerment of Rural Women:** Provides a platform for rural women to showcase and sell handmade projects, enhancing economic independence.
- **User-Friendly Interface:** Simple design in the native language for accessibility to users with limited technology knowledge.
- **Instagram Integration:** Expands visibility by linking with Instagram, tapping into a broader audience.
- **Image Enhancement and Branding:** Features for image quality, logo addition, and caption generation contribute to a professional product presentation.
- **Health Tips:** Integrates tailored health tips for the physical well-being of the women

WEAKNESS

- **Technological dependency:** The quality of the user experience depends on the availability of technology and Internet connectivity.
- **Initial awareness:** The application may not be widely known when it is introduced, so marketing efforts are required to increase visibility.
- **Development cost:** The upfront cost associated with the development of a sophisticated application can be high.

SW OT

OPPORTUNITIES

- **Social Media Marketing:** Leveraging social media for marketing and collaborating with influencers or women's initiatives can broaden audience reach.
- **Community Building:** Fosters a sense of community among rural women enabling collaboration and support.

THREATS

- **Technological Challenges:** Potential disruptions in service due to technical challenges in image enhancement, logo generation, caption generation, and Instagram integration.
- **Changing Market Trends:** Rapid changes in consumer preferences and market trends may impact the demand for handmade products.
- **Competition:** Intense competition in the social media handmade products market