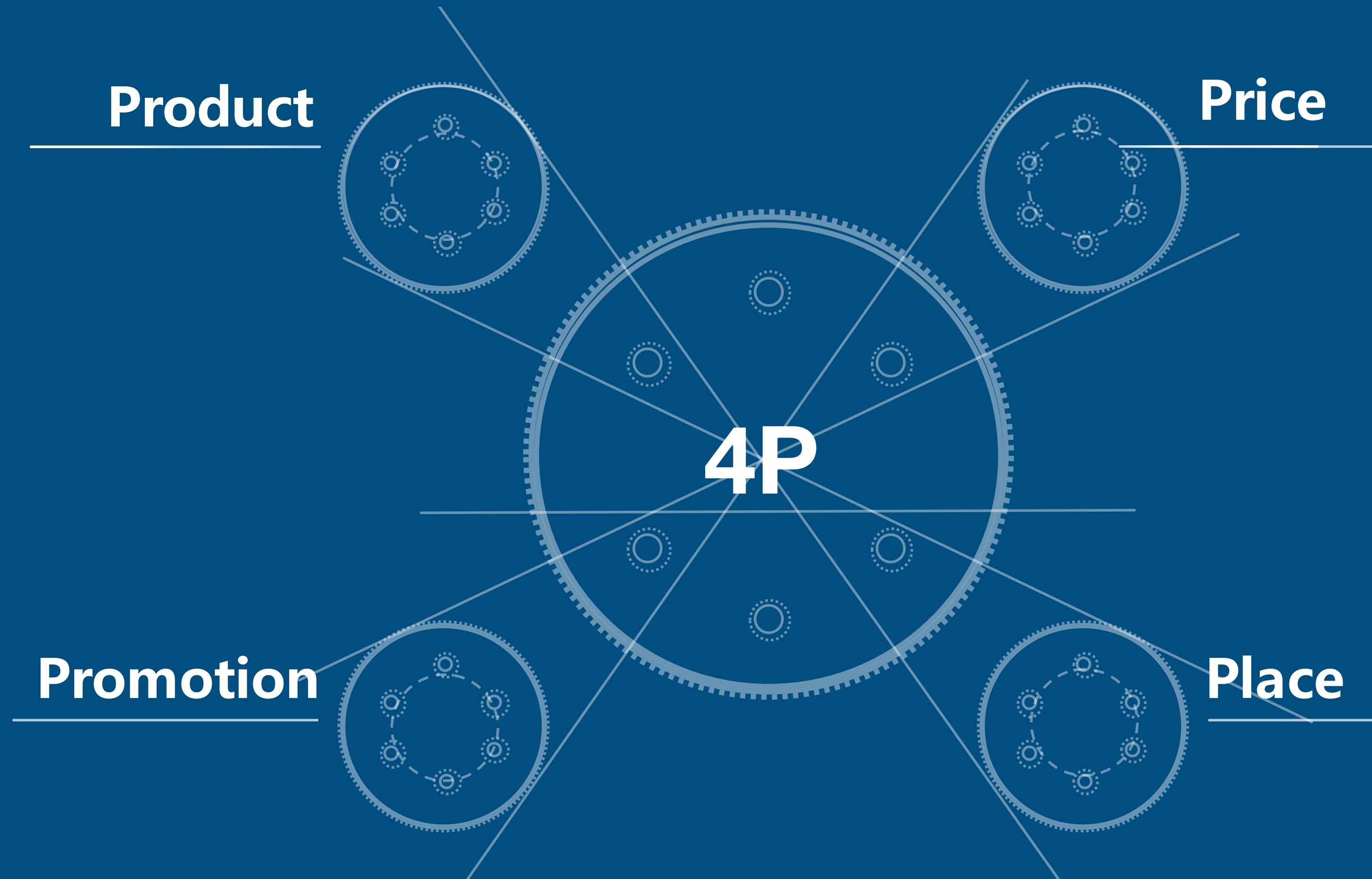




4P ANALYSIS

SWOT & 4P ANALYSIS





4P ANALYSIS

SWOT & 4P ANALYSIS

PRODUCT

In terms of product, Zhihu has its own website and application providing services including **Zhihu Live**, **Zhihu University**, **Zhihu Bookstore**, **Roundtable**, **Thought** and other community & private services. Besides, it also owns **Zhihu daily app**, which provides high-quality reading contents covering film, finance, design, sports and other fields. Besides, since 2018, Zhihu started to render **SVIP service** to all the users to prolong their membership and improve the user stickiness.

