



SWOT ANALYSIS

SWOT & 4P ANALYSIS

STRENGTHS

1. User scale and user stickiness
2. Internal knowledge product variety
3. A large number of users contribute high-quality content
4. The search and discussion inside and outside the station are hot

WEAKNESSES

1. It is difficult to maintain the enthusiasm of users
2. Have difficulties to discover new elites to attract attention.
3. The quality of content has been degraded since the open registration
4. No effective profit model has been developed.

OPPORTUNITIES

1. China's consumption structure has shifted .
2. Chinese consumers have gradually developed the habit of paying for high-quality Internet content.

THREATS

1. Competition risk: the number of participants in knowledge industry increases
2. Technical risk: e.g. account security problems, attacks by hackers
3. Political risk: political monitoring of online content has been strengthened



4P ANALYSIS

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