



Rosh Website SWOT Analysis



Strengths	Weakness	Opportunity	Threat
<ul style="list-style-type: none">• Social media post design• It's Brand name, followers, or people's engagement• Material Quality	<ul style="list-style-type: none">• Don't respond to people on social media• The price is a little higher than others• No video tutorial on the website	<ul style="list-style-type: none">• Go to the daraz.pk at this time because there is not much quality hijab in the market right now	<ul style="list-style-type: none">• There are some competitors who already in the market and their following is more than Rosh

Details

Strengths: (👍)

- One of the biggest strengths of the Rosh products is the quality of the material of this product which is much better than the rest of the people and the fabric used in the hijab is also of good quality. The picture taken of these hijabs are very good in which the color of the hijab and its fabric are easily visible which has a good effect on buyer.
- Another strength of the Rosh is the design of its social media pages posts which are quite beautiful and eye catchy. Which attracts buyers to stay on the page. This increases the chances of sales.
- Another strength is Rosh's own brand name which is very popular and has a lot of followers on social media and the engagement of these followers on the social media pages is also quite good who gets a lot of likes and comment on every post.

Weakness: (👎)

- Where there is some strength of Rosh, there is also some weakness, one of which is that there is no video tutorial on Hijab on the website. The other Rosh competitors have videos on their website and because of which they have more followers.

- Another weakness is not respond to people's comments on social media. it is a weakness that not answering people's question has been a bad effect on the brand name and it also affects our sales.
- Another weakness is that the price of the product is slightly higher than the competitors. Like which one of our competitors is selling at the price of Turkish Hijab 650 but we are selling Turkish Hijab at 750 to 700 which is a little too much if we look at the whole websites, product, the price is the same as the product of competitors the price of some is just a little higher than theirs.

Opportunity: (👉)

- We have a great opportunity to open our store on daraz.pk at this time because the total number of hijab listings on Daraz at the moment is 11027 and the quality of hijab of any of them is not the same as our product. Which means competition right now is a very low and this is a great opportunity for Rosh.

Threat: (👋)

- What threatens Rosh is its competitors who have more followers than those who entered the market before. And those who are selling the hijab just like him. Both are selling

hijabs of the same fabric and design and that is why they are a threat.

SUMMARY

This report describes Rosh's SWOT analysis as far as I known. This report explains Rosh's strengths, his weakness, what the future opportunity for him and what the threats are and according to this report, Rosh is a big brand name with high strength and low weakness.

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