**SWOT Analysis of your business**

PET ME! - Customer pains are when the customer must go to the veterinary facility, but there will be no medical treatment schedule because the line is only walk-in, which creates a long line and wastes time. Pet owners may find waiting in line due to COVID-19 inconvenient.

**Strengths -** Strengths are the characteristics that enable us to carry out the mission of the organization. These are the foundations for achieving and maintaining long-term success.

1) Pet Me can help pet owners and their pets feel more comfortable.

2) The customer can schedule a veterinary appointment in a timely and convenient manner.

3) Within the app, customers can select a veterinarian to treat their own pets.

4) Customers may select the hospital where their pet will be treated from within the app. They can view the location of neighboring animal hospitals in the app.

5) Pet Me can pet supplies and equipment, as well as fees from veterinarians and veterinary hospitals, may be offered in two ways that are both profitable.

**Weaknesses -** Weaknesses are characteristics that keep us from fulfilling our mission and reaching our full potential. These flaws have a negative impact on the organization's success and growth.

1) Some hospitals are exempt from accepting patients through our app. Because the hospital can already turn a profit on its own.

2) Some consumers don't need to use our app since they live near a veterinarian hospital.

3)  In my application doesn't even contact a veterinarian to treat their pets at their homes.

4) Lack of brand recognition, it’s difficult for a new firm to establish itself.

**Opportunities -** The environment in which our organization operates presents opportunities. By taking advantage of opportunities, businesses can gain a competitive advantage.

1) The number of people who have pets has increased dramatically in recent years.

2) The average annual number of veterinarian visits per family is high.

3) In today's world, the pet industry's expenditures are on the rise.

4) During Covid-19, sales of pet food and treats increased dramatically.

**Threats -** Threats arise when conditions in the external environment endanger the organization's ability to operate reliably and profitably.

1) Many startups are interested in the pet industry.

2) Nowadays, there is more rivalry than ever before.

3) In the pet equipment market, there is a lot of competition.

4) Cost increases, there is always the possibility that business and material costs will rise.