

### STRENGTHS

- Environmentally friendly product
- Wide variety of flavors and desserts
- Convenient and easy for the consumer to prepare
- Perfect gift idea for any consumer

### WEAKNESSES

- Packages are delivered through the mail so we cannot ensure same-day delivery
- Orders are limited to predetermined sizes
- Materials for production are more expensive due to sustainability aspect

### OPPORTUNITIES

- Offer different recipes and package pairing options
- Limited offers and special deals
- Expansion to different university locations

### THREATS

- Competitors such as Insomnia Cookies and Campus Cookies
- Delays and errors in shipping caused by exterior postal service