

# SWOT

<b>1. Strengths</b>	<b>2. Weaknesses</b>
<ol style="list-style-type: none"><li>1. Specialization and focus on selling school supplies, making it a better option for parents and students.</li><li>2. The ability to respond quickly to inquiries and easy communication with customers</li><li>3. Low operating costs due to the absence of rent or any other expenses.</li><li>4. Reaching a very large segment of people</li></ol>	<ol style="list-style-type: none"><li>1. Relying on a limited number of platforms puts the project at risk of failure if any platform problem occurs.</li><li>2. Difficulty in gaining customer trust due to the lack of previous dealings.</li><li>3. The lack of confidence in some products is due to the difficulty of accurately presenting and inspecting the products to the customer.</li></ol>
<b>3. Opportunities</b>	<b>4. Threats</b>
<ol style="list-style-type: none"><li>1. Relying on attractive visual content such as videos.</li><li>2. Taking advantage of official occasions such as the start of schools and exams to present strong performances</li><li>3. Opportunity to collaborate with schools and centers to present offers</li></ol>	<ol style="list-style-type: none"><li>1. Strong competition exists across all platforms.</li><li>2. Consumer habits have evolved — people now rely heavily on online platforms.</li><li>3. The instability of shipping costs and prices.</li></ol>