

SWOT

1. Strengths	2. Weaknesses
<ol style="list-style-type: none">1. Specialization and focus on selling school supplies, making it a better option for parents and students.2. The ability to respond quickly to inquiries and easy communication with customers3. Low operating costs due to the absence of rent or any other expenses.4. Reaching a very large segment of people	<ol style="list-style-type: none">1. Relying on a limited number of platforms puts the project at risk of failure if any platform problem occurs.2. Difficulty in gaining customer trust due to the lack of previous dealings.3. The lack of confidence in some products is due to the difficulty of accurately presenting and inspecting the products to the customer.
3. Opportunities	4. Threats
<ol style="list-style-type: none">1. Relying on attractive visual content such as videos.2. Taking advantage of official occasions such as the start of schools and exams to present strong performances3. Opportunity to collaborate with schools and centers to present offers	<ol style="list-style-type: none">1. Strong competition exists across all platforms.2. Consumer habits have evolved — people now rely heavily on online platforms.3. The instability of shipping costs and prices.