

SWOT Analysis

Strengths:

- This app would be efficient saving time and resources for users by being able to streamline all of their platforms
- Provides a centralized platform allowing the user to access multiple social media apps on one platform making it more convenient for users

Weaknesses:

- There could be some challenges integrating the multiple platforms
- There could be some limits on the amount of resources that we have
- This app would also be dependent on other apps which could cause some problems
- It could be very hard to be able to ensure the privacy of all of the users and companies using the app

Opportunities:

- There is a market demand with everything seeming to go digital an app like this could be big
- Being able to partner with these large social media platforms
- Potential for the app to expand globally
- Would have the opportunity for apps that are starting to blow up to be introduced on this platform

Threats:

- This space is competitive as there are already social media management apps and websites
- Privacy and security could be a problem when trying to get all the apps on one platform