

SWOT ANALYSIS

STRENGTHS

Cost Savings for Users – Encourages affordability by allowing users to exchange books instead of buying new ones.

Wide Variety of Books – Users can access a broad selection of books across different genres.

WEAKNESS

Limited Initial Inventory – New platforms may struggle to have a large selection of books

Trust Issues – Users may hesitate to exchange books due to concerns about book condition and reliability of other users.

OPPORTUNITIES

Partnerships with Libraries & Bookstores – Collaborations could enhance book availability and credibility.

Expansion into E-Books – Allowing digital book swaps could broaden the audience.

THREATS

Competition – Other book exchange websites, second-hand bookstores, and online marketplaces (Amazon, eBay) could be strong rivals.

Legal & Copyright Concerns – If e-books are included, publishers may raise copyright issues.

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