

# SWOT

Zero alcohol vodka for Russia and satellite countries

## strengths

- new original product.
- lack of competitors.
- room for marketing.
- healthy lifestyle is a fashion trend.

## weaknesses

- most potential consumers are not interested in a non-alcoholic product.
- the whole point of vodka is in alcohol.

## opportunities

- a completely new product category.
- reputation of a company that cares about customers.
- reduction of alcoholism among the population.

## threats

- the product may not be on demand.
- alcoholic drinks are much more popular among the population.

