

# SWOT Analysis

In each of the below categories, list out the strengths, weaknesses, opportunities and threats you see for your application:

*(Example of a threat would be competition from similar applications BUT your strength would be how your application is different or better than the competition.)*

**LIST A MINIMUM OF 3 ITEMS IN EACH CATEGORY**

(This is based on research you have completed for your application.)

## S

### Strengths

1. Relieves stress of finding a doggy day care that is a usable distance from the gym.
2. Ease of use.
3. Flexibility of which neighborhood, gym, day care user desires

## W

### Weakness

1. There might not be a good doggy day care nearby
2. Dog owners might not pay for the service for gym time
3. Doggy day care usually requires the dog be registered with them and have gone through their vetting process

## O

### Opportunities

1. Can be expanded to include child care options - hence the name
2. Can be expanded into other areas
3. Can become a brick-and-mortar business model

# T

## Threats

1. Assumes all facilities are ethical and responsible businesses
2. Others could copy into physical concept before I get that far
3. Facilities could close without removing their web information