

Skinmatr SWOT Analysis

Group Code: NEXT81_ONL1_ERP8_M1d

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SWOT ANALYSIS



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Strengths

- AI-based skin and hair analysis for personalized recommendations.
- High market potential due to increasing demand for personalized skincare.
- Detailed information about products' ingredients.



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Weaknesses

- Dependency on Accurate data inputs for successful analysis.
- User skepticism about AI recommendations for personal care.



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Opportunities

- Recent progress in the AI field enabling advanced algorithms.
- High demand for personalized skincare solutions globally.



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Threats

- Shifts in customer preferences regarding AI and technology adoption.
- Competition from other beauty tech apps offering similar services.