

# SWOT ANALYSIS



## STRENGTHS

- Clean user interface
- The focus is on the places of interests
- Social interaction
- Influencer community
- Companies can easily interact with potential customers



## WEAKNESSES

- The user base is mainly of young people
- Biased and not detailed reviews
- Paid promotions issue:  
The platform does not guarantee that its users will not leave and visit the advertiser's website



## OPPORTUNITIES

- Paid ads
- Localized ads based on the individual's location and recently visited places
- Sponsorships:  
Businesses and companies may pay celebrities and influencers to market their locations
- No direct competitors



## THREATS

- Bad reviews
- Privacy issues
- Negative press
- Emerging competitors