

# SWOT ANALYSIS



## STRENGTHS

- Novelty and Freshness
- Agility and Niche Focus
- Transparency Potential
- Direct-to-Consumer (DTC) Model



## WEAKNESSES

- Lack of Brand Reputation/Trust
- Limited Financial Resources
- Unestablished Supply Chain
- Low Brand Awareness
- Potential Lack of Expertise



## OPPORTUNITIES

- E-commerce and Digital Marketing
- Strategic Partnerships
- Content Marketing
- Geographic Expansion



## THREATS

- Market Saturation and Intense Competition
- Rapidly Changing Consumer Preferences
- Economic Fluctuations
- Negative Reviews/Online Reputation Damage