

SWOT ANALYSIS



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STRENGTHS

- Authorized and credible
- Safe and high-quality ingredients
- Visually compelling content
- Gentle yet effective products
- Positive customer feedback



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WEAKNESSES

- Inconsistent engagement
- Lack of community interaction
- Low brand awareness
- Reliance on promotional content



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OPPORTUNITIES

- High demand for natural and organic Egyptian products
- Growing focus on personalized skincare
- Expansion through e-commerce and digital marketing



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THREATS

- Digital marketing fatigue
- Market saturation and competition
- Consumer skepticism in the skincare field