Made by: Kriza Lorenzana

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| STRENGTHS | WEAKNESSES |
| * People who strongly opposes puppy mills will support the organization. * Adoptive families that are able to support special needs animals will be given pets that are loving and furfect. * Low adoption fee with complete vaccination and sterilization certificate. * Adopting process is less complex than other adoption sites. * Special needs dogs and cats will be given enough needed attention. * Organization will be advertised on different social media sites. * Committed volunteers. * Animal’s story will raise number of donation donors. | * Existing websites that are related to the project. * Project is funded by donation which makes it reliant to it. * Limited volunteer staff. * Limited space to house animals. * Traumatized animal’s trust is hard to regain. |
| OPPORTUNITIES | THREATHS |
| * Potential volunteers are students from high school to college. * Growing number of animals that are in need of special treatment. * Acquire support and acknowledgement from local government. * Public interest in animals * Sponsor donation may be allotted to toys, food, medicines etc. | * People who shop for pets despite of animal cruelty. * Illegal dog breeders. * Competition with competitors in donations and volunteer staff. * Limited people who can donate. * Limited people who can adopt. * Animal abusers |