

SWOT analysis

Shop for buying and selling fat cats

STRENGTHS

- Keeping all cats happy with our love
- Making money while helping cats
- Fat cats are lazy and calm, thus attracting more customers
- Best cat food for keeping the cats fat
- The cats are as smart as Garfield.

WEAKNESSES

- Not enough space for keeping the cats
- Lack of starting capital
- Low salaries
- Constant meowing creates a lot of noise

OPPORTUNITIES

- Finding home for these beloved creatures
- Speeding and growing the local economy as everyone loves cats
- Spreading the love of cats across the local town
- Finding shelter for all homeless cats

THREATS

- Going broke due to cat overfeeding
- Cats may become attached to the shop and refuse to leave
- Many dogs may wander around the shop