

Производство на бързо топящ се сладолед, за северните народи

SWOT /

Strengths

- Production will go smoothly due to cheap ingredients
- The product will have many flavors which means it can be sold to a wider variety of customers

Opportunities

- This business can expand widely across the northern countries
- We will be able to advertise the product with many creative ads

Анализ

Weaknesses

- Ice cream may melt too fast to consume depending on location
- Product will have a short expiration date
- Shipping
- Many ice cream competitors

Threats

- The northfolk may not approve the product
- The product may not pass the tests required for market distribution