

Competition:

1. Amazon

- *Strengths:* Wide variety of goods, loyal customers, free shipping, low prices, easy checkouts/returns
- *Weaknesses:* Doesn't always have your items, doesn't focus on one department, website is pretty boring
- *Opportunities:* Focus on one department, subscription-based, great customer service

2. PetSmart

- *Strengths:* Focuses on animals, solid customer base, brand name items
- *Weaknesses:* Not the best online experience, shipping isn't free, customer service is lacking
- *Opportunities:* Focus on dog items, great customer service, easy checkout process

3. BarkBox

- *Strengths:* Innovative idea, box subscriptions on the rise, loyal consumers, customer service
- *Weaknesses:* Can't customize, shipping fees, can't shop as a guest
- *Opportunities:* Customize boxes each month or shop as a guest