

SWOT Analysis

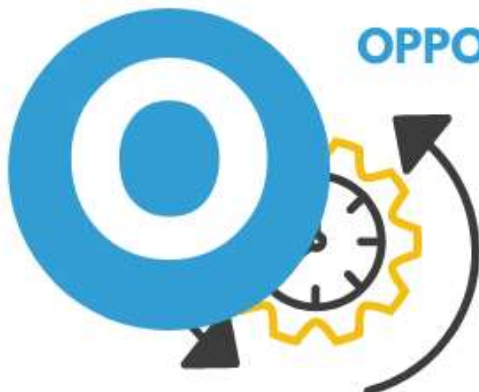


STRENGTH QUESTIONS:

- What makes our company unique?
- What do we do exceedingly well?
- Which areas are our strengths?
- What is our complete advantage?

WEAKNESS QUESTIONS:

- What needs to be improved?
- What negative feedback have we heard that needs to be addressed?
- Why do potential customers fail to convert?
- Where could our business do better?



OPPORTUNITIES QUESTIONS:

- Where could we find potential customers?
- Which trends are we seeing that we should advance?
- Which upcoming events (post-COVID) should we pursue?

THREATS QUESTIONS:

- Who are our competitors in the near future?
- What negative impacts can we suffer if we don't prepare now?
- Do we see anything in the market that we should prepare for?
- What is the biggest challenge we face that can be a potential opportunity?

