

SWOT stands for "strengths, weaknesses, opportunities, and threats. It's a tool used by entrepreneurs to study the entire industry their business is positioned in. The SWOT analysis allows you to understand the inner workings of your business and the outside factors that affect it.

STRENGTHS EX.

- Marketing
- Location
- Pricing
- Product comparison

WEAKNESSES EX.

- Shipping costs
- Lack of in-person interactions
- Lack of team skills
- Graphic design

OPPORTUNITIES EX.

- Emerging technology
- Social media
- Pop culture trends
- New customers

THREATS EX.

- Recessions
- Legal legislation
- Privacy concerns
- Competitors

STRENGTHS

WEAKNESSES

OPPORTUNITIES

A large, solid red circle is centered on a light blue background. Inside the circle, the word "OPPORTUNITIES" is written in a bold, white, sans-serif font, centered horizontally and vertically.

THREATS