





#	STRENGTHS (+)	
1	Strong brand and market presence	
2	Diverse product offerings	
3	Geek Squad services and support	
4	Effective customer service	
5	Strong relationships with suppliers	
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#	OPPORTUNITIES (+)	
1	E-commerce growth and online sales	
2	Expansion into new product categories	
3	International market expansion	
4	Partnerships and collaborations	
5	Investments in digital and omnichannel	
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#	WEAKNESSES (-)	
1	Dependence on physical retail	
2	Declining sales in certain segments	
3	Reliance on suppliers	
4	Vulnerability to technological changes	
5	High operational costs	
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#	THREATS (-)	
1	Intense competition and market saturation	
2	Negative publicity and brand perception	
3	Economic downturns and consumer spending	
4	Changing consumer preferences and trends	
5	Regulatory and legal challenges	
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