



## # STRENGTHS (+)



- 1 Strong brand reputation and customer loyalty
- 2 High-quality products and value pricing
- 3 Efficient supply chain and bulk purchasing
- 4 Membership-based model and customer service
- 5 Large store format and efficient operations
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- 8
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- 10

## # OPPORTUNITIES (+)



- 1 Expansion into international markets
- 2 Membership growth and retention
- 3 Growth in e-commerce and online sales
- 4 Expansion of private label offerings
- 5 Strategic partnerships and acquisitions
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## # WEAKNESSES (-)



- 1 Limited product variety and selection
- 2 Limited online presence
- 3 Relatively limited advertising efforts
- 4 Dependence on membership fees for revenue
- 5 Limited geographic presence
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## # THREATS (-)



- 1 Intense competition from other retail giants
- 2 Economic downturns and fluctuations
- 3 Changing consumer preferences and trends
- 4 Regulatory changes and compliance requirements
- 5 Labor market challenges and unionization efforts
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