






#	STRENGTHS (+)	
1	Strong global brand recognition	
2	Extensive retail presence with a large number of stores	
3	Diverse product offerings across various fashion segments	
4	Competitive pricing and affordable fashion options	
5	Collaborations with renowned fashion designers and influencers	
6		
7		
8		
9		
10		

#	WEAKNESSES (-)	
1	Dependence on external suppliers and global supply chain	
2	Potential negative impact on brand image due to fast fashion practices	
3	Limited online presence compared to some competitors	
4	Challenges in maintaining product quality and consistency	
5	Relatively higher environmental footprint compared to sustainable fashion brands	
6		
7		
8		
9		
10		

#	OPPORTUNITIES (+)	
1	Expansion into emerging markets and regions	
2	Growth in demand for sustainable and ethical fashion	
3	Development of online sales channels and e-commerce capabilities	
4	Introduction of more size-inclusive and diverse product ranges	
5	Focus on digital marketing and personalized customer experiences	
6		
7		
8		
9		
10		

#	THREATS (-)	
1	Intense competition from other fast fashion retailers	
2	Shifting consumer preferences towards sustainable and ethical fashion	
3	Economic downturns impacting consumer spending on apparel	
4	Potential supply chain disruptions and rising production costs	
5	Regulatory changes impacting the fashion industry	
6		
7		
8		
9		
10		