







#	STRENGTHS (+)	
1	Strong brand image	
2	Extensive product range	
3	Wide store network	
4	Efficient supply chain	
5	Strong vendor relationships	
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#	OPPORTUNITIES (+)	
1	E-commerce growth	
2	Expansion to new markets	
3	Home improvement trends	
4	Professional contractor segment	
5	Adoption of technology in operations	
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#	WEAKNESSES (-)	
1	Dependence on the US market	
2	Vulnerability to economic cycles	
3	Limited international presence	
4	In-store customer service	
5	Lack of focus on sustainability	
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#	THREATS (-)	
1	Intense competition	
2	Changing consumer preferences	
3	Trade tariffs and regulations	
4	Economic downturns	
5	Legal and regulatory challenges	
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