





#	STRENGTHS (+)	
1	Strong brand recognition and reputation	
2	Diverse product range	
3	Long-standing history and experience	
4	Commitment to quality and safety	
5	Strong distribution network	
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#	OPPORTUNITIES (+)	
1	Expansion into emerging markets	
2	Focus on educational partnerships	
3	Innovation in product development	
4	Increased emphasis on sustainability	
5	Growing demand for online shopping	
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#	WEAKNESSES (-)	
1	High product pricing	
2	Limited digital presence	
3	Dependence on licensed products	
4	Komplex assembly and age restrictions	
5	Environmental impact	
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#	THREATS (-)	
1	Intense competition	
2	Counterfeit products	
3	Changing toy preferences	
4	Economic downturns	
5	Supply chain disruptions	
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