





#	STRENGTHS (+)	
1	Strong brand and customer loyalty	
2	High-quality and innovative products	
3	Robust online presence and e-commerce	
4	Strong community engagement	
5	Effective marketing and brand ambassadors	
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#	OPPORTUNITIES (+)	
1	Expansion into new markets	
2	Growing athleisure trend	
3	Expansion of men's product line	
4	Sustainable and ethical practices	
5	Strategic partnerships and collaborations	
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#	WEAKNESSES (-)	
1	High product prices	
2	Limited product range	
3	Dependence on third-party suppliers	
4	Limited physical store presence	
5	Product recalls and quality issues	
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#	THREATS (-)	
1	Intense competition	
2	Counterfeit products	
3	Economic downturns	
4	Shifting consumer preferences	
5	Currency fluctuations	
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