





#	STRENGTHS (+)	
1	Strong brand recognition	
2	Diverse product offerings	
3	Strong customer loyalty programs	
4	Well-established retail locations	
5	Strong relationships with suppliers	
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#	OPPORTUNITIES (+)	
1	E-commerce growth	
2	Expansion of private label and exclusive brands	
3	International expansion	
4	Strategic partnerships and collaborations	
5	Integration of digital and physical channels	
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#	WEAKNESSES (-)	
1	Declining foot traffic in brick-and-mortar stores	
2	High levels of debt	
3	Dependence on seasonal sales	
4	Operational inefficiencies	
5	Dependence on a few key vendors	
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#	THREATS (-)	
1	Intense competition	
2	Shifting consumer preferences	
3	Economic downturns and fluctuations	
4	Changing retail landscape and trends	
5	Currency exchange rate fluctuations	
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