






#	STRENGTHS (+)	
1	Strong understanding of target audience and customer needs	
2	Effective use of marketing channels and platforms	
3	Well-developed brand identity and recognition	
4	Data-driven decision-making and analytics capabilities	
5	Creative and innovative marketing campaigns	
6	Strong relationships with influencers and partners	
7	Ability to adapt to changing market trends and consumer behaviors	
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#	WEAKNESSES (-)	
1	Limited budget for marketing activities	
2	Lack of in-house expertise in certain marketing areas	
3	Difficulty in measuring and attributing marketing ROI	
4	Reliance on external agencies for creative content development	
5	Inconsistent messaging across different marketing channels	
6	Difficulty in reaching niche or specific target markets	
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#	OPPORTUNITIES (+)	
1	Growth in digital marketing and social media platforms	
2	Development of personalized and targeted marketing campaigns	
3	Expansion into new markets and audience segments	
4	Adoption of emerging technologies like AI and automation	
5	Collaboration with complementary brands or influencers	
6	Expansion of marketing efforts into international markets	
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#	THREATS (-)	
1	Increasing competition in the marketing industry	
2	Evolving consumer privacy regulations impacting targeting capabilities	
3	Rapid technological advancements and disruptive innovations	
4	Changing consumer behaviors and preferences	
5	Negative publicity or social media backlash	
6	Economic downturns affecting marketing budgets	
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