





#	STRENGTHS (+)	
1	Strong brand with a reputation for sustainability	
2	Commitment to environmental and social responsibility	
3	Innovative and high-quality products	
4	Strong customer loyalty and community engagement	
5	Effective marketing and storytelling	
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#	WEAKNESSES (-)	
1	Relatively high prices compared to competitors	
2	Limited physical store presence	
3	Limited scalability due to focus on sustainable practices	
4	Dependence on external suppliers and raw materials	
5	Limited advertising and marketing compared to competitors	
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#	OPPORTUNITIES (+)	
1	Expansion into new markets and product categories	
2	Growing demand for sustainable and ethical products	
3	E-commerce growth and online sales	
4	Focus on repair and recycling programs	
5	Partnerships and collaborations with like-minded brands	
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#	THREATS (-)	
1	Intense competition in the outdoor apparel industry	
2	Economic downturns affecting consumer spending	
3	Counterfeit products and intellectual property infringement	
4	Changing consumer preferences and fashion trends	
5	Fluctuating raw material prices and supply chain disruptions	
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