



| # | STRENGTHS (+) | |
|----|--|--|
| 1 | Strong brand recognition | |
| 2 | Innovative and immersive technology | |
| 3 | Engaged and loyal community | |
| 4 | Content library and instructor quality | |
| 5 | Data-driven personalization | |
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| # | OPPORTUNITIES (+) | |
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| 1 | Expansion into international markets | |
| 2 | Diversification of product offerings | |
| 3 | Growing demand for at-home fitness solutions | |
| 4 | Partnerships and collaborations | |
| 5 | Digital fitness market growth | |
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| # | WEAKNESSES (-) | |
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| 1 | High price point | |
| 2 | Reliance on subscription revenue | |
| 3 | Limited offline retail presence | |
| 4 | Supply chain and production challenges | |
| 5 | Dependency on digital platform | |
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| # | THREATS (-) | |
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| 1 | Intense competition and market saturation | |
| 2 | Negative publicity and brand perception | |
| 3 | Economic downturns and consumer spending | |
| 4 | Changing consumer preferences and trends | |
| 5 | Regulatory and legal challenges | |
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