





| # | STRENGTHS (+) |  |
|----|--|---|
| 1 | Strong and diverse brand portfolio | |
| 2 | Global presence and distribution network | |
| 3 | Strong research and development capabilities | |
| 4 | Established customer loyalty | |
| 5 | Financial stability | |
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| # | WEAKNESSES (-) |  |
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| 1 | Dependence on a few key markets | |
| 2 | Potential negative impact of foreign exchange rates | |
| 3 | Limited innovation in some product categories | |
| 4 | Vulnerability to changing consumer preferences | |
| 5 | Increasing competition in the consumer goods industry | |
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| # | OPPORTUNITIES (+) |  |
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| 1 | Expansion into emerging markets | |
| 2 | Growth in e-commerce and online sales | |
| 3 | Increasing demand for environmentally-friendly products | |
| 4 | Acquisition and partnership opportunities | |
| 5 | Expansion into new product categories or segments | |
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| # | THREATS (-) |  |
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| 1 | Intense competition from local and global competitors | |
| 2 | Changing regulations and policies | |
| 3 | Economic downturns and fluctuations | |
| 4 | Shifts in consumer behavior and preferences | |
| 5 | Negative publicity or product recalls | |
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