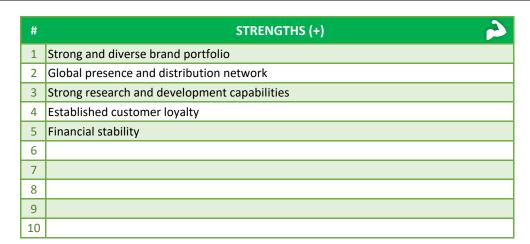
PROCTER AND GAMBLE SWOT ANALYSIS





#	WEAKNESSES (-)
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 (+)
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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