







#	STRENGTHS (+)	
1	Strong brand reputation	
2	Diverse product portfolio	
3	Global presence and market share	
4	Strong manufacturing capabilities	
5	Effective marketing and advertising	
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#	WEAKNESSES (-)	
1	Frequent product recalls	
2	Dependence on Android operating system	
3	Perception of being less innovative compared to competitors	
4	Reliance on semiconductor market conditions	
5	Lack of brand differentiation in certain product categories	
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#	OPPORTUNITIES (+)	
1	Expansion into emerging markets	
2	Technological advancements (e.g., 5G, IoT)	
3	Growth in demand for smart devices and appliances	
4	Mergers and acquisitions opportunities	
5	Integration of AI and machine learning	
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#	THREATS (-)	
1	Intense competition in the consumer electronics industry	
2	Rapid changes in consumer preferences	
3	Intellectual property disputes and lawsuits	
4	Currency fluctuations and exchange rate risks	
5	Regulatory and legal challenges in various markets	
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