



STRENGTHS (+)



- 1 Strong brand recognition and reputation
- 2 Diverse product offerings and partnerships
- 3 Robust supply chain and distribution network
- 4 Strong customer loyalty and rewards program
- 5 Store remodels and improved in-store experience

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OPPORTUNITIES (+)



- 1 Expansion into new markets
- 2 Growth in e-commerce and online sales
- 3 Expansion of private label brands
- 4 Investments in technology and innovation
- 5 Strategic partnerships and collaborations

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WEAKNESSES (-)



- 1 Limited international presence
- 2 Dependence on third-party suppliers
- 3 Relatively higher prices
- 4 Vulnerability to data breaches and cyber threats
- 5 Limited focus on rural areas

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THREATS (-)



- 1 Intense competition from online retailers and other big-box stores
- 2 Shifting consumer preferences and trends
- 3 Economic downturns and fluctuations
- 4 Regulatory changes and compliance requirements
- 5 Labor market challenges and unionization efforts

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