







#	STRENGTHS (+)	
1	User-friendly interface and ease of use	
2	Free professional video editing	
3	Greater market presence	
4	Promotes a culture of teamwork	
5	It has privacy and security measures	
6	Users are loyal to the app	
7	Direct monetization design that it offers to users	
8	It has a large amount of original content thanks to its users	
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#	OPPORTUNITIES (+)	
1	The video editing tool is more comprehensive than that of many social media	
2	General image enhancement	
3	Reach new markets by making deals with country governments	
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#	WEAKNESSES (-)	
1	Significantly increases the waste of free time during the day	
2	The customer support system that takes a long time, its inability to respond quickly	
3	Video editing tools are found complex by many users	
4	Weak control of inappropriate content	
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#	THREATS (-)	
1	Forced competition with social media applications with large market volumes	
2	Social media is dependent on a single product category, any change can be damaging	
3	Frequently changing government policies	
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