






#	STRENGTHS (+)	
1	Strong brand recognition	
2	Innovation and product technology	
3	Diverse product offerings	
4	Endorsement deals with athletes	
5	Effective marketing and advertising campaigns	
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#	OPPORTUNITIES (+)	
1	Expansion into international markets	
2	Growth in athleisure and sports performance markets	
3	E-commerce growth	
4	Strategic partnerships and collaborations	
5	Expansion into new product lines and segments	
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#	WEAKNESSES (-)	
1	Dependence on North American market	
2	Reliance on third-party retailers	
3	Limited presence in certain product categories	
4	High inventory and supply chain costs	
5	Controversies and brand image challenges	
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#	THREATS (-)	
1	Intense competition	
2	Changing consumer preferences	
3	Counterfeiting and brand imitation	
4	Fluctuating raw material costs	
5	Economic downturns	
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