





#	STRENGTHS (+)	
1	Fast and agile supply chain	
2	Quick response to fashion trends	
3	Strong brand recognition and customer loyalty	
4	Efficient inventory management and store operations	
5	Effective marketing and advertising campaigns	
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#	OPPORTUNITIES (+)	
1	Expansion into new markets	
2	Integration of sustainability practices	
3	E-commerce growth and online sales	
4	Introduction of new product categories	
5	Expansion of brick-and-mortar stores	
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#	WEAKNESSES (-)	
1	Limited online presence in some markets	
2	Dependence on third-party manufacturers	
3	Limited product variety compared to competitors	
4	Relatively higher prices compared to other fast fashion brands	
5	Dependence on a centralized design and production model	
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#	THREATS (-)	
1	Intense competition in the fast fashion industry	
2	Changing consumer preferences and fashion trends	
3	Economic downturns affecting consumer spending	
4	Fluctuating raw material prices	
5	Counterfeit products and intellectual property infringement	
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