RetailBusiness

SWOT Analysis

STRENGTHS

HAVE A BOUTIQUE RANGE

CHEAP

HISTORY – BEEN AROUND

OUTSTANDING SERVICE

GREAT WEBSITE

LOT OF STORES

WEAKNESSES

NO STRONG OPINIONS

STORES LOOK OUTDATED

DOUBTFUL QUALITY

NO TARGET MARKET

BAD ADVERTISING

LOREM IPSUM

OPPORTUNITIES

CHANGE PEOPLE ' S VIEWS

MAKE AVAILABLE IN CANADA

ORGANIZE STUDENTS ' NIGHTS

FASHION FAIR IN LONDON

BLACK FRIDAY

LOREM IPSUM

THREATS

OTHER CHEAP STORES

KEEPING CONSISTANCY

KEEP UP WITH CHANGES

RECESSION

LOWER ADVERTISING BUDGET

LOREM IPSUM