SWOT Analysis

Strenghts

Weaknesses

Opportunities

Threats

SWOT Analysis

💪 Strenghts

Strong brand

Good positioning on Google for key product areas

Good network and relationships to overseas suppliers

💢 Weaknesses

High transport and return costs

Fullfilment difficult to scale

Missing captital to invest

📈 Opportunities

Outsourcing design and product copy

Forming partnership with other web shops

Hiring new COO

🦈 Threats

More competition on white-labeled products

Supply chain complex and hard to grasp

Depended on Amazons decisions / algorithm