

SWOT-ANALYSIS

The SWOT analysis is a method for evaluating the internal strengths and weaknesses of a brand as well as the external opportunities and threats in its market environment. This analysis enables companies to evaluate their competitiveness. The SWOT analysis begins by identifying internal strengths and weaknesses, such as unique resources, expertise, brand reputation or operational challenges. It then examines external opportunities and threats, such as changing market conditions, new technologies, regulatory developments or competitive activities. By systematically analyzing these factors, companies can better understand their position in the market and take targeted measures to optimize their business success.

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS
