

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STORES LOOK OUTDATED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

RetailBusiness

SWOT Analysis

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