

# SWOT Matrix - Product Launch Marketing

## Strengths

- Innovative product features
- Strong brand reputation
- Established distribution channels

## Weaknesses

- Limited marketing budget
- New to the market segment
- Small team for launch activities

## Opportunities

- Growing demand in target market
- Collaboration with influencers
- Untapped digital marketing channels

## Threats

- Strong competition from established brands
- Rapidly changing consumer preferences
- Potential for negative reviews