

# SWOT Analysis – Market Entry Sample

## STRENGTHS

- Strong brand reputation in domestic market
- Innovative product offering
- Established supply chain
- Skilled management and workforce

## WEAKNESSES

- Limited local market knowledge
- Low brand recognition in target market
- Dependence on a single distribution channel
- Insufficient local partnerships

## OPPORTUNITIES

- Growing demand in target market segment
- Emerging customer needs
- Possible partnership with local firms
- Favorable government policies

## THREATS

- Strong existing competitors
- Regulatory risks and compliance requirements
- Potential market entry barriers
- Economic volatility