

SWOT Analysis â€“ 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