



STRENGTHS (+)



- 1 Strong brand recognition and reputation
- 2 Innovative and diverse product offerings
- 3 Strong distribution network and partnerships
- 4 Environmental sustainability focus
- 5 Increasing consumer acceptance and adoption
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OPPORTUNITIES (+)



- 1 Increasing consumer demand for plant-based options
- 2 Expansion into new markets and partnerships
- 3 Growth in the flexitarian and vegetarian market
- 4 Innovation and development of new products
- 5 Growth in foodservice and restaurant partnerships
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WEAKNESSES (-)



- 1 Higher product pricing compared to traditional meat
- 2 Dependence on external suppliers for ingredients
- 3 Limited presence in some international markets
- 4 Relatively higher production costs
- 5 Limited product availability in some regions
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THREATS (-)



- 1 Intense competition from other plant-based meat companies
- 2 Shifting consumer preferences
- 3 Regulatory changes and labeling requirements
- 4 Fluctuating commodity prices
- 5 Negative perception or backlash against plant-based meat
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