



#	STRENGTHS (+)
1	Strong global brand recognition
2	Wide range of affordable and stylish products
3	Efficient supply chain and cost-effective production
4	Strong customer service and after-sales support
5	Emphasis on sustainability and ethical sourcing
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#	OPPORTUNITIES (+)
1	Expansion into new markets
2	Growing demand for sustainable and eco-friendly products
3	Online sales and e-commerce growth
4	Integration of digital technology and smart home solutions
5	Expansion of product categories (e.g., kitchen appliances)
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#	WEAKNESSES (-)
1	Complex and time-consuming assembly process
2	Limited customization options
3	Large store format may not be suitable for all markets
4	Reliance on external suppliers
5	Limited physical store presence in certain regions
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#	THREATS (-)
1	Intense competition in the furniture and home goods industry
2	Fluctuating raw material prices
3	Changing consumer preferences and design trends
4	Economic downturns affecting consumer spending
5	Regulatory and compliance challenges in different markets
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