



#	STRENGTHS (+)
1	Strong and widely recognized brand presence
2	User-friendly and intuitive platform
3	High-quality audio and video capabilities
4	Scalable and flexible pricing options
5	Robust security and privacy features
6	Integration with other productivity tools and software
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#	OPPORTUNITIES (+)
1	Increasing demand for remote collaboration and communication tools
2	Expansion into new markets and industry verticals
3	Integration with emerging technologies, such as AI and virtual reality
4	Partnerships with other software providers and platforms
5	Development of specialized features for specific user segments
6	Growth in enterprise-level adoption of video conferencing solutions
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#	WEAKNESSES (-)
1	Reliance on internet connectivity for optimal performance
2	Dependence on third-party cloud infrastructure providers
3	Limited hardware and equipment offerings
4	Potential vulnerability to cybersecurity threats
5	Occasional service disruptions or outages
6	Challenges in monetizing free users and converting them to paid subscriptions
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#	THREATS (-)
1	Intense competition from established and emerging video conferencing providers
2	Potential data privacy and security concerns
3	Technological advancements by competitors
4	Regulatory changes impacting data protection and user privacy
5	Shifting consumer preferences or adoption of alternative communication channels
6	Economic downturns affecting business spending on communication tools
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