

SWOT ANALYSIS

Creation Department



Strengths



1000 product seo above 70% seo
246 product seo above 85% seo
310 new product (exceeding China product creations)
More detailed product information.



Weaknesses

website performance
Website design
No website ads.
automatic performance report



Opportunities

Increasing product visibility through SEO
Exploring new product categories
customer feedback



Threats

Increasing market competition
pricing pressure.
Higher advertising costs (makers)

DEVELOPMENT PLAN

- Increase creations to over 300 by adding a new categories.
- Arrange and organize categories
- Link multiple products together