

Assignment 1 - *Pup Parents* SWOT Analysis

Pup Parents is the go-to source for dog owners to ensure they have all the tools for their furry friend's best and healthiest life. Here at *Pup Parents*, we know how loved your animal is and love them too, so we are dedicated to fostering a supportive space for all the joys and challenges that come with being a pup parent.

Strengths

- **Cost-Efficient:** Creating a website is low-cost compared to a full-scale print magazine.
- **International Perspective:** Each founder is from a different country, which will aid global reach and perspective.
- **Authenticity of Content:** Writing staff will center around current or past owners who create content based on independently tested products, dog news, celebrity pup parents, and dog breed features. For example, content will be shared through short-form videos on Instagram and TikTok and long-form interview-style content on YouTube to accompany written content.
- **Emotional Appeal:** Compelling, heartwarming, and community-focused content appeals to the emotional connection an owner has to their pup.
- **Passionate Audience:** The intended audience is protective of their pup and will loyally engage with reliable content.
- **Gen-Z Forward:** *Pup Parents* will mend the gap in the industry through content with a genuine Gen-Z voice towards Gen-Z and Millennial dog owners.

Weaknesses

- **Novice:** Team's first time creating a digital brand/magazine.
- **Lack of Brand Awareness:** There is no prior awareness of *Pup Parents*, which could be an issue when building trust with the consumer.
- **Competition:** Initial breakthroughs to build a strong and loyal audience might be slower as it builds an online presence against other established digital magazines like *Modern Dog* and *Dogster*.

Opportunities

- **Marketing campaigns**
- **Weekly Email Newsletters:** Build an email listserv to share *Pup Parents* content such as articles, events, and dog features.
- **Affiliate Revenue:** This will be the main revenue stream by linking reviewed and tested products in content.

- **Membership-Only Events:** With a community initiative, another revenue stream could be through membership-exclusive events for *Pup Parents* consumers.
- **Strong Advertising Revenue:** Potential ad clients include Chewy, Petco, BarkBox, Woof, Bissell, Nestle Purina PetCare Company, The Farmer's Dog, and Eukanuba.

Threats

- **Search Engine:** Consumers might use Google or another search engine to obtain information about breed-specific or general questions.
- **Social Media Saturation:** Breaking through an algorithm such as TikTok and Instagram could make it difficult for consumers to discover *Pup Parents*.
- **Economic Pressure:** A higher cost of living could prevent potential consumers from purchasing subscription-based or membership-based access.