

STRENGTH

- Strong Local Network
- Knowledge of the Market
- Experience and Expertise
- Creativity and Innovation

WEAKNESS

- Dependence on External Factors
- High Competition
- Budget Constraints
- Seasonal Variability

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OPPORTUNITIES

- Collaborations and Partnerships
- Diversification of Offerings
- Targeted Marketing
- Community Engagement

THREATS

- Regulatory Challenges
- Economic Uncertainty
- Changes in Consumer Preferences
- Public Health Concerns