

Strength

Knowledge and experience: Our team has the skills and experience to build a professional application at responsible cost and high quality.

Creativity and innovation: We have a talented design team that can create an eye-catching user interface (UI)

Reputation: Along with our experience in the market, we have built a good reputation in the mobile app development business

Weakness

Experience: although we have experience with the mobile app business, we did not build a similar project before

Brand: The new application needs to compete with powerful brands in the same niche of the market

Budget: Since this is a new application, the budget allocations are very limited

Opportunities

Idea: The project idea is unique and innovative which can lead the market

Market needs: There is an increasing number of people who seek this type of application

Other: The government is encouraging people to do more activities, which can be an opportunity to increase sales

Threats

Competitors: Many competitors are presenting their application at a very low price due to their long standing in the market

Users: Many people think that all diet mobile application are the same, which may be challenge the application to stand out in the crowd of competition