

# S.W.O.T. Analysis

Evaluating an Opportunity

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Name of  
Product or  
Service:

Boba Milk Tea

## STRENGTHS

- Good boba
- Ability to change drink to one's own liking
- Low cost

## OPPORTUNITIES

- Available in various locations
- Satisfaction when in need of boba
- Fresh ingredients

## WEAKNESSES

- Plastic packaging
- Amount of sugar found in drink
- Advertisement / get word out

## THREATS

- Competing boba shops
- Boba is not a necessity in life
- Ability to keep returning customers