

ONLY THE
GOOD STUFF
FOR THE GOOD BOY



**ORIJEN ORIGINAL
DRY DOG FOOD**

1,250.00 – 3,850.00 PHP



50% of ALL our profits go to efforts for Animal Welfare

Petster



FOR THE **LITTLE ONES**



PETSTER.PH



SWOT

SWOT analysis (or SWOT matrix) is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.

STRENGTH

- Direct Messaging on Website
- Website Usability
- Huge Social Media Base

WEAKNESSES

- Instagram & Facebook Shop
- Lazada (Not shown on Social Media Platforms)
- Shopee (Not shown on Social Media Platforms)
- Social Media Campaign
- Social Media Content (Too long)
- Social Media Branding
- Services Location Page
(List of Possible Threats on Website)



OPPORTUNITIES

- Sales Funnel
- Social Media Management & Content Creation Focusing on the Main message of the brand
- Email Marketing
- Explainer Animation/Video Focusing on the Main message of the brand
- Update Messenger Chat Support on Website
- SEO & Website Development

THREATS

- <https://straysworthsaving.org/>
(Novelty items for their shop for a cause)
- <https://www.animalrescueph.org/>
(Novelty items for their shop for a cause)
- <https://www.respawnsible.com>
(IG Page says they do shop for a cause)

