

STRENGTHS	OPORTUNITIES
<ul style="list-style-type: none"> • Customer Experience • Willingness to pay • Communication with the customer • Customer base • Loyalty • Stable sales • Explodes the potential value to its maximum 	<ul style="list-style-type: none"> • New markets • New ideas from customers • Increasing trend for customize products
WEAKNESSES	THREATS
<ul style="list-style-type: none"> • Only presential • Could change the trend of the kids about stuffed bears • Not room to grow without expansion 	<ul style="list-style-type: none"> • Online toys retails • Bigger plaers