Weaknesses

- Lack of business
  - no business
  - hard to start up
  - slow growth

Strengths

- They have a niche market
  - competitors
  - market potential

Opportunities

- Influence a more sustainable environment
  - more money
  - more resources

Threats

- Competition only use them for now, but
  - in the future, they might

Strategic

- Mission
  - Idol

Exterior

- Opportunities
  - Easy to apply and clean
  - Available in Australia
  - Quality
  - Variety
  - Come in different shapes, designs + colours
  - Price = Affordability

Innate

- Entrepreneurial
  - Entrepreneur's game
  - Boring name

Venues

- Already invented