

Strengths**Weaknesses**

• The product is organic and made with organic methods • It is designed to target small puppies with natural additives to help them grow • Popular choice of product as it is a breakfast cereal	• The product is new and has low brand awareness • The market is saturated by breakfast cereals for puppies • The organic process makes it hard to maximize profits
• There are many puppies around • Pet products have a high rate of turnover • Selling a product that is produced through organic means is a first	• Large companies have many breakfast cereals that are successful • The product is the first of its kind making it a risky investment • Animal welfare activists groups rejecting the idea of pets

Opportunities**Threats**