

How Defensible Is Your E-Commerce Business Model?

SWOT ANALYSIS

SWOT involves looking at one's strengths, weaknesses, opportunities, and threats for an "inside-out" view of your positioning and strategy.

From there, you can identify internal and external factors that are favorable and unfavorable towards your e-commerce business. Some examples of each:

Strengths: Manufacturing expertise, existing customers, or intellectual property

Weaknesses: High expenses, low margins, single-source revenue stream

Opportunities: Complementary industries, partnerships, or new markets

Threats: Economics, price wars, or new competitors

