

Garret Ecommerce SWOT Analysis

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Strengths



- Same Day Delivery within the city
- Urban core has under 1 hr delivery expectancy
- High-quality foods
- 200+ Drivers
- Trusted and high product sales exposure

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Weaknesses



- Costly
- No monthly subscription options or scaled payment arrangement
- Inaccessible to a larger consumer audience
- Poorly optimized SEO tags

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Opportunities



- Optimize current mobile app for responsiveness and built-in feedback
- Attract a larger, wider target consumer audience
- SEO focus can help drive a great amount of online traffic and improve online product sales ranking / metrics

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Threats



- Can operate at a loss to drive away competition
- Costly state laws to oversee grocery delivery and accountability under review/evaluation