Marketing SWOT analysis

Strengths

- Unique idea, no one else is even close
- Strong artistic team includes some of the finest slug and insect illustrators in the country
- Excellent animation abilities
- Source of inspirational card inscriptions for all occasions
- Experienced and innovative company officers.

Weaknesses

- Small opt-in customer list, most site users seek to remain anonymous
- Few advertisers interested in this strangely targeted market
- Script that runs the site is slow and needs to be rewritten in a compiled language
- Lack of interest from venture capitalists
- Single stream of revenue in advertising

Opportunities

- No real competitors in our precise space
- Seek advertising from French restaurants and their suppliers
- Possible books sales / art work for insect/bug research areas regarding insects and guide to edible Insects
- E-commerce venture selling insect jewellery
- Possible advertisers among pet supply and fish supply stores, bug jewellery manufacturers

Threats

- Failure to act quickly may see our competitors gain an edge on us.
- Competitors - large card sites such as Blue Mountain