

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

«National University of Science and Technology MISiS»

<i>MAJOR</i>	Informatics and Computer Science
<i>PROFILE</i>	Data Science
<i>GROUPE</i>	МИБТ-23-6А

ASSIGNMENT

Course: Quality Management

Subject: SWOT Matrix

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Introduction

I am in the process of establishing a startup business named Merecato, which is a mobile application designed to facilitate the buying and selling of used goods and products, specifically focusing on the market for second-hand items within Yemen, notably in Sana'a.

In order to comprehend the landscape in which this innovative mobile application will operate, a comprehensive SWOT analysis becomes essential.

SWOT Matrix

Strengths	Weaknesses
<ul style="list-style-type: none">- A growing market for second-hand products in Yemen due to economic conditions.- Offering a convenient platform for users to buy and sell used items via a user-friendly app.- Focused on Sana'a, catering to the specific needs of the local market.- Second-hand products are priced at a lower cost.- Promoting sustainability by encouraging the reuse of products.	<ul style="list-style-type: none">- Dependency on internet access and smartphones may limit the reach to certain demographics.- Overcoming trust issues especially in a market for used goods.- Potential competition from established local markets or similar online platforms.- Managing customer expectations regarding used items and ensuring the quality of the products.- Challenges related to delivery and logistics in a specific region like Sana'a.
Opportunities	Threats
<ul style="list-style-type: none">- The growing popularity of sustainable and cost-effective shopping can drive demand.- Diversifying into related services like product verification or delivery solutions.- Expanding to other cities in Yemen or scaling to other similar markets.- Collaborating with local businesses or delivery services to enhance the customer experience.- Offering features tailored to the local market preferences can attract more users.	<ul style="list-style-type: none">- Changes in government policies or regulations affecting second-hand sales.- Unforeseen economic shifts impacting consumer spending.- Potential threats to data security and user privacy.- Dealing with the risk of counterfeit or misrepresented goods on the platform.- Threats from existing or new competitors providing similar services.