

Swot Analysis

PHOTO ∞, s. r. o.



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- Take photos – different services
- Edit photos - Photoshop
- Send your photos – email
- They wanted to set up a special company



Strengths

- special website
- youtube channel with tutorials of postproductions or film making
- many different services



Weaknesses

- only use one camera for taking photos - Nikon D3100
- no other equipment
- no video service



Opportunities

- no competitors
- discounts for the costumers



Threats

- If the camera breaks, they don't have another one
- many people take their own photos
- less employees



