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Olivia is the founder Aerober startup that offers on-demand air transportation in the form of airtaxis.

Before launching the business, she wanted to be sure the idea was viable.



To do this, she decided to assess the potential internal and external factors that could impact the startup's success.





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SWOT Analysis: Factors that might affect the Aerober's success



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Strength

- » She identified their unique strengths and areas of expertise, to use them to their advantage
 - » Aerober has a user-friendly platform for booking airtaxi rides
 - » The company has a fleet of modern and well-maintained aircraft
 - » She have a scalable business model that allows them to quickly respond to changing market demands





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Weaknesses

- » Identified areas for improvement and develop strategies to address their weaknesses
 - » Aerober has limited financial resources
 - » She have a small customer base
 - » She face competition from larger, more established players in the transportation industry





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Opportunities

- » Identified opportunities for growth and expansion, and develop plans to take advantage of them
 - » Aerober has the opportunity to expand into new geographic regions
 - » She can partner with larger companies that could benefit from their airtaxi services
 - » She can adopt new technologies, such as electric aircraft, to improve efficiency and reduce environmental impact





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Threats

- » Identified potential threats and challenges, and develop strategies to mitigate their impact
 - » Aerober faces competition from larger, more established companies
 - » She may face regulatory challenges in certain markets
 - » Economic downturns could negatively impact demand for their services





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Navigate the market

- » SWOT analysis helped Olivia to understand their company's strengths, weaknesses, opportunities, and threats
- » She used this information to develop strategies to capitalize on her strengths, address the weaknesses, seize opportunities, and mitigate threats





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