

SWOT Analysis

Strengths

- Varieties of Ice Creams
- A good company that will have great tasting ice cream.
- Will have decent pricing.
- There is no preservatives in our ice cream.
- Ice cream made with honey, is going to be healthier.



Weaknesses

- Competition with other ice cream flavors
- It could be hard to get decent apples sometimes.
- Not everyone could like no preservatives in their ice cream.
- Shelf Life



Opportunities

- Making good money.
- Making a healthier option for people who want healthier ice cream.
- Could be sold in local stores as a new flavor.



Threats

- Other companies making the same ice cream as ours, and people liking it more.
- Running out no preservative ingredients.
- Not being able to find workers, so it will reduce the ice cream making.
- Not a big brand name.

