ATCO Limited SWOT ANALYSIS of MARKTING 4Ps

**INTROCUTION**

**SWOT ANALYSIS**

**PRODUCT**

* Strength
* Weakness
* Opportunity
* Threat

**PROMOTION**

* Strength
* Weakness
* Opportunity
* Threat

**PRICE**

* Strength
* Weakness
* Opportunity
* Threat

**PLACE**

* Strength
* Weakness
* Opportunity
* Threat

**MARKETING METRICS**

|  |  |
| --- | --- |
| **STRENGTH*** PROUCT:
* PROMOTION:
* PRICE:
* PLACE:
 | **WEAKNESS*** PROUCT:
* PROMOTION:
* PRICE:
* PLACE:
 |
| **OPPORTUNITY*** PROUCT:
* PROMOTION:
* PRICE:
* PLACE:
 | **THREAT*** PROUCT:
* PROMOTION:
* PRICE:
* PLACE:
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