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: |