

BLACK SANDS ENTERTAINMENT SWOT ANALYSIS

Black Sands Entertainment (Entertainment Company)

Founded 2016

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- + Ability to raise millions of dollars via online investor campaigns (Patreon, etc.)
- + Strong community of writers as the company has published 14 different titles
- + Creates unique content centered around African mythology
- + Ability to create strong brand awareness despite small size (conducts school visits and was featured on Shark Tank, Breakfast Club, Forbes, etc.)

Strengths



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- The content creator responds to negative criticisms online
- The brand is still new (hasn't operated for more than 10 years)
- Relies on online investors
- Minimum advertising capabilities (relies heavily on social media ads)

Weaknesses



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- + Growth In Television and Entertainment Industry/distribution deals
- + Black Sands Entertainment should partner with a video game developer to create a fighting game app
- + Form partnerships with local libraries to increase readership/brand awareness

Opportunities



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- In a competitive market against other Indie comic publishers
- Intellectual property rights
- Employee workforce

Threats

