

## Fishing Boat Manufacturer SWOT Analysis

### 1.0 SWOT Analysis

#### Strengths

- **Culture of innovation.** The company has developed a successful approach to designing new products. This will prove beneficial for the company given its need to design a new product for this new market.
- **Responsive customer service.** The company is already well known for its customer service in the US. Having a responsive customer service will be beneficial for the company and help maintain a good relationship with customers.

#### Weaknesses

- **No manufacturing capability in the proposed new market.** To take on a new product design the company has identified that it needs manufacturing capability within India. Currently having no manufacturing capability is a weakness because the company cannot produce immediately, and there will be time and cost associated with obtaining manufacturing capabilities in India.
- **No experience or recognition in the new market.** This is a weakness because decision-making will take longer and cost more in terms of research needs. Additionally, not having an established presence in India may cause slow growth in the beginning.

#### Opportunities

- **Lack of Direct competition.** The company is aiming to be the first foldable fishing boat manufacturer in India. This is an opportunity for the company because, without direct competition, they can captivate consumers with their new product and capture a large share of the market.
- **Chance for endorsement by the National Fisheries Development Board.** Developing a boat made of plastics used in India will gain the company this endorsement. This is an opportunity because an endorsement by the NFDB will build trust between consumers and the company.

#### Threats

- **Consumer's lack of familiarity with similar products.** There has never been a folding boat manufacturer in the proposed new market. This is a threat to the company because consumers will have little to no familiarity with the company's new product. It may affect the learning curve.
- **Availability of materials needed for the boat design.** This is a threat because the company will have no control over the amount and quality of used plastics that are available for production.

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### 2.0 Recommendations

#### Pricing

Based on availability of materials, it is recommended that the company utilize a low-cost leadership strategy. This strategy focuses on keeping consumer costs low by acquiring materials at low cost and by maximizing the efficiency of production. The company will utilize this strategy by ensuring that its new manufacturing facilities are as automated as possible, solidifying relationships with suppliers before competitors enter the market, and pursuing an economy of scale.

Additionally, the low-cost leadership strategy will best aid the company in quickly capturing profits and market share in India. It will allow for higher profit margins while no direct competitors exist in the new market, and it will allow for competitive pricing options if competitors do enter the new market.

#### Positioning

Based on the opportunity of having no direct competitor in the market, it is recommended that the company utilize a differentiation strategy. This strategy focuses on standing out from all other products and producers. The company will utilize this strategy by continuing with the design of their new boat, and by emphasizing how it is different from other types of boats and why its differences make it a better product.

### 3.0 Reference

*Western Governors University. (n.d.). Fishing Boat Manufacture Scenario – D081*  
<https://srm--c.na127.visual.force.com/apex/coursearticle?id=kA03x000000YrPRCA0>.