SWOT analysis of Raspberry Pi control kit for teaching

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|  | Positive | Negative |
| Internal | Strengths   * Raspberry Pi is cheap, lightweight, and flexible - ideal for teaching in schools * Connectivity with the I/O ports will allow for a “real” interactive laboratory | Weaknesses   * The control kit will only be a framework which must be extended for full functionality |
| External | Opportunities   * Gap in the market for Raspberry Pi control kits for teaching computer architecture * Raspberry Pi growing in popularity -> more demand for Raspberry Pi apps * Increasing interest in the teaching of computer science in schools -> more demand for teaching packages | Threats |