				Weak competitive features		
	Stron	g competitive features	}	Low priority	High priority	
High	Low priority	High priority		Category 5: Wasteful features	Category 7: Strength features	Stre
mance	Category 1: Wasteful features It may be helpful to the future development of the company. It should maintain	Category 3: Strength features Main advantages and potential competitive advantages of the product,	Strength	May possible overkill and waste limited resources. Investment in improvement should be reduced.	Main strengths and potential competitive advantages of the product, should be maintained.	th Wea
	the status quo and continue to pay attention to it.	but still need continuous improvement.		Category 6: Low priority features	Category 8: Weakness features	
Perfor	Category 2: Low priority features It has certain potential and can try to improve.	Category 4: Weakness features The main disadvantages and weaknesses of the product, and urgently need to be	Weakness	It has certain potential but lacks competitiveness. It should maintain the status quo and continue to pay attention to it.	The main shortcomings and weaknesses of the product, but lack of competitiveness, can be improved less urgently.	kness
Low -	Impor	improved. rtance	High	- Competitiveness		