

Course: Career readiness capstone  
Assignment 1: SWOT analysis  
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Company: EduApp development BV

Strengths	Weaknesses
<ul style="list-style-type: none"><li>- Backed by major firms (partnerships)</li><li>- Strong domain knowledge</li><li>- Small and agile organizational structure</li></ul>	<ul style="list-style-type: none"><li>- Little product development knowledge</li><li>- Little digital knowledge</li><li>- Weak management</li></ul>
Opportunities	Threads
<ul style="list-style-type: none"><li>- Strong demand for tablet-based education</li><li>- Ability to easily transfer product into other markets</li><li>- Big potential market (1,8 million users in our primary market)</li></ul>	<ul style="list-style-type: none"><li>- For-profit model not accepted in the Dutch educational sector</li><li>- Fragmented marked</li><li>- Buyers have limited budgets available</li></ul>