



S.I.G.T.

English

Katsu enterprise (勝つ企業)

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SECOND HAND-IN



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SWOT ANALYSIS

It is essential that every company carry out the SWOT analysis, a tool that will help us to know all our strengths, opportunities, weaknesses and threats.

After a meeting with the members of the Katsu Enterprise team, the team members have reached the self-discovery of our SWOT.

Internal analysis

Strengths

Our company has several strengths that keep our company standing and generate a high probability of subsistence of the project that we are currently carrying out.

- We have a team that has well-defined members.
- Our customers and superiors have told us that our system design is very intuitive and stunning.
- We are majoring in creating software.
- We have problem solving skills.
- We are aware of our needs and we take advantage of the technical support available.
- We have expertise not only about computers, but also on marketing and enterprise organization



Weaknesses

- Katsu enterprise is aware of their weaknesses and we are completely focused on changing it. By now, we could improve our skills in software design, developing ideas and writing criteria.
- We recognize that there are differences based on the expectations on the project, some are more perfectionists than others, which generates conflicts and sometimes delays.
- GrouPaul, our competitor, is a formidable company we respect, nevertheless, we are equal in everything except the number of members. They have the strengths of a big group that knows each other for a longer time, acknowledging their individual skills which makes them more time efficient to divide tasks.
- The material resources we have are not suitable when it comes to programming, thus, we had to borrow equipment to be able to do the virtual machine.

Opportunities

It is our contention that technology is improving by leaps and bounds, and that's something we can take as an opportunity, like taking inspiration from the many types of media that IA has been creating.

We can tap into the market of virtual sports development and also take in the nature of the current app we are developing. Moreover, we can tap in the market of various physical sports

We are ubicated in a centric zone so our local has plenty of other businesses that more or less do the same thing we do. Nevertheless, our company takes care of a very specific development of apps to assist the scoring of sports, in nature we don't have many competitors.



Obviously our system could be a great opportunity to show our business to the world, because a Kata competition system is unique, no one has made it before.

Threats

- What is our competition doing that we aren't?
- How can our weaknesses leave us vulnerable?
- What market trends are we unprepared for?
- Which economic or political issues could impact our business?

Our software is only applicable for kata tournaments. However, our competitors may be developing software that can be used for more than one martial art.

There are only three of us. Meanwhile other teams have more people, which means that we need more time to do the same project efficiently.

We are prepared for everything, but it is known that we are not experts about all the issues that we could face in the future. We are duty-bound to investigate any matter and assure our development is being correct.

Katsu enterprise has a lot of economical problems, we must have actualized hardware and it costs money that we as a small business do not have.



Marketing.

Promotion strategies (product sales channels).

Katsu enterprise wants to be a modernized business, which is why the most important and recognized companies were analyzed to imitate their behavior when promoting themselves. So now, it is possible to search Katsu Enterprise in the most popular social networks, where we post almost every day, making the algorithm show us more to the world, which will make it possible for us to reach more potential customers.

Justification of the company location.

Our company has decided to establish its first store located in the area of Ciudad Vieja, Montevideo, more specifically in Sarandí & Bartolomé 4706703, where there are in the surroundings a lot of technological stores, so, if someone wants to buy something in that area, their possibility of finding us will be big thus the rich commercial traffic and great human recurrence because it is easily accessible, either that the client mobilizes on his own or has public transport.

The existence of cafes, shopping centers, offices and other establishments close to our premises favors the emergence of opportunities where we can take advantage of the influx of customers who visit these.

It is not less to clarify that being located in this area can confer a certain prestige and a stronger brand image. Consumers usually associate downtown enterprises as quality and higher level business, which can generate customer's reliability.



Target market

Our mission is to get as many customers as possible. Meanwhile Katsu Enterprise is developing sporty programs for Karate organizations, specifically to Kata tournaments. However, our business is not closed to providing other kinds of services. We want to improve and make ourselves known in the industry, taking as many opinions or suggestions from our customers as possible.