

Learn the Tool - SWOT Analysis

Exercise

Do a SWOT analysis on Dropbox to find out their niche in the file-sharing market. Fill out the 4 quadrants with as many items as you can.

Tip: Get a deeper understanding of Dropbox's product position by researching their competitors. A great starting point is crunchbase: <https://www.crunchbase.com/organization/dropbox>

Dropbox SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats