SWOT Analysis

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| --- | --- |
| Company or product: | |
| Strengths | Opportunities |
| * Low Cost * Large Customer Base * Hybrid Carriers * Strong in Direct Sales   Natural  Supports Charity  ethical  Diversified into the cosmetic market  Frugl  Moneysaver  Easy to use  Free to use  Low ongoing cost | * Green Energy (Hybrids) * Only in European market. * Flies the top 100 European routes.   Ethical  Charitable  Frugl  Marketing development on success  Can be more developed.  Can easily have sister applications.  Could have a review system.  Social interactions  Collab with companies to take payments and commission.  Students |
| Weaknesses | Threats |
| * Only in European market. * Doesn’t cater the upper class.   Sensitive to people with allergies  Can cause rashes  Expensive for its purpose  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Frugl  High initial cost  Not branded to Upper class.  Not a known brand  Will be hard for initial sponsors. | * New planes are more cost effective.   Cause illness  Expensive  Political standing.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Frugl  Easily Copycated  Not for upperclass  Doesn’t book tickets  Unsure on when it would take off.  Long term costs unknown. |

strength

Natural

Supports Charity

ethical

Diversified into the cosmetic market

weakness

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Can cause rashes

Expensive for its purpose

Oppurtunity

Ethical

Charitable

Threats

Cause illness

Expensive

Political standing.