**Strength, Weakness, Opportunities and Threats Analysis (SWOT)**

**-Table**

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| **Strength**   1. High-quality products and services especially for blinds 2. Low-cost manufacture and local production 3. More improvised technology 4. Training programs | **Weakness**   1. Already existed features, lack of brand awareness 2. Limited budget 3. Difficult to find expert individuals 4. Social Rejection |
| **Opportunities**   1. More advanced and rapid development in AI 2. Business models based on E-commerce and social media 3. Focus of attention for young enthusiast 4. Market growth | **Threats**   1. Increasing cost of components 2. Highly influenced competitors 3. Injuries caused 4. Incorporation of the product into a crime scene |

**Strength:**

1. Our company is highly motivated to launch our products with absolute willpower since we have used the highest-end components to design, develop and test products. We are currently the first-ever company to introduce **Smart Glasses** for blind people, which will help them to become independent from the help of people. Guiding them to their desired location along with providing safety is a feature that intrigues those people in using our product.
2. The company initiated this idea long ago that we will be only manufacturing the products using local materials available. Lesser imports will lead to saving much of our budget and will create more employment opportunities.
3. Our product line has two products one for blind people and the other for those who have proper vision. Several years of research and implementations have been done to finally make our product stand out amongst the international competitors. Unique features like infrared vision, internal speakers and a voice-activated portable supercomputer with an augmented reality interface, fall into the top-notch category.
4. Training programs for the recently joined employees is the differentiating factor that makes us different from other companies. We believe that those young and intelligent individuals can become even better developers. Their critical skills of analysing algorithms and codes can be polished. This is how we can prosper together.

**Weakness:**

1. Some of the features are already present in the other company’s products so being a new brand it can be difficult to highlight those features as well as to acquire customers. We are working on improving customer satisfaction, and fostering relationships to promote growth. Along with that, we also have leverage over them because of the different targeted audiences.
2. To begin with, our business has a limited budget and finds it difficult to survive on its own. To address the problem, we've teamed up with several well-known companies to generate mutually beneficial outcomes. Furthermore, effective marketing strategies will aid in obtaining projects promptly, hence resolving the budget issue.
3. The market does not have enough individuals with a proper skillset who can develop and take part in making our product even better, therefore, we have launched our training programs.
4. People have mixed opinions about the highly advanced technology that we are launching. They are hesitant to use it because they are concerned about safety, especially blind ones. But we have made the safety of our product the top priority.

**Opportunities:**

1. The advancement in AI has made it possible to better estimate consumer demand, cater to specific groups and improvise recommended features. Machine learning is also changing the technology landscape in which our company operates. These advancements can be used to increase efficiencies, cut costs, and revolutionise processes.
2. In the international market, the e-commerce business model can assist our organisation in forming relationships with local suppliers and logistical providers. Growth in social media can help us cut the cost of entering new markets and reaching out to customers with much less marketing spend. It could also lead to crowdsourcing of various services and consumer-targeted marketing based on data and buying patterns.
3. We have conducted several surveys and have found that apart from our blind audience, young people are also interested in using our product. According to an article published by blogs.worldbank.org, youth can be the future of technology. Such surveys and reports have revealed that the youth are actively working towards technological advancement. It is excellent news for us in terms of local manufacturing; the country can easily attract capable and active people who can assist it in excelling through their unique ideas and zeal.
4. The demand analysis of the global Smart Eyewear Technology Market size & share revenue is predicted to rise from USD 5,847 million in 2018 to USD 123, 124 million by 2027, according to a market research study released by Facts and Factors. We believe that now is a good moment to enter the market because there is a lot of room for growth. The parent industries are increasing at an exponential rate in the local market, thus it is an excellent opportunity for our company to begin operations soon.

**Threats:**

1. Increasing costs component for working in the developed market as a result of environmental rules; the company must deal with these costs as governments attempt to collect greater environmental taxes to promote cleaner solutions. It could result in increased logistics and packaging expenses.
2. Due to Google's dominance in the search engine industry and Microsoft's dominance in computer sales and operating systems, several competitors that now dominate the market, such as Google Glass and Microsoft Hololens, have a considerably greater budget and current customer base. So we need to come up with strategies to tackle our competitors.
3. We had blindfolded some people as a part of the test then they used our product. It was seen that some of them we really confused even though the automated system guided them well. One had to face minor injuries when he bumped into the fall following the wrong directions of the assistant.
4. Some customers even said our product can be a very useful tool in a robbery or a heist, basically a crime scene because of some advanced features. The company is concerned about it and will introduce some policies that will cater for this problem.