

Competitive Product Analysis

参考:

https://www.mindtools.com/pages/article/newTMC_05.htm

<https://www.businessnewsdaily.com/4245-swot-analysis.html>

<https://articles.bplans.com/how-to-perform-swot-analysis/#>

1) 一起小学学生

Strengths:

well developed real game system (city planning, pet collection, time limited mission, PK system)

Weaknesses:

<http://3g.163.com/news/article/DTMCUEG800014SEH.html>

social concern: kids spend too many time and money playing games rather than studying.

↑ hard to charge

poor identity confirm

Opportunities:

education technology is a hot trend

the perception of the business is positive(encouraging children to study)

China is more developed, people have access to technological products in daily life.

Parents care more about their children' study

Threats:

social concern (negative opinion: prejudice on games in China)

illegal activity (no business license record)





养成大厅



150



语

梅花鹿

史诗



进化

生命值 2200

攻击力 440

防御力 220

速度 220

综合值 3080

等级
02/10

升级

剩余天数

6天

延时



助力工具 ?



升级

学习商城

开通产品获得奖励，奖励可到邮箱查看

	 3	 10	 90天
	 150	 30	
	 400	 400	

开通魔力科技

开通恐龙时代后可以完成学习，获得奖励哦！



恐龙大揭秘
内容翔实
增强视野
贴近生活

恐龙时代

全方位还原真实恐龙
知识卡有趣有料
轻松成为恐龙达人

选择开通周期

30天 ¥40

90天 ¥110

360天 ¥400

奖励直接发放，可到邮箱中查看详情

x1500

行动卡

x3

万能碎片

x165天

茉莉

x90天

哈士奇


秒

开通

2) 开心词场

Strengths:

MAP(Multi-level & Automatized Processing Model)

PK with friend (Wechat+QQ)

Multiple language

start using B2C model in foreign language learning market in 2004 (brend already has been shaped)

Weaknesses:

APP and website do not synchronize

Opportunities:

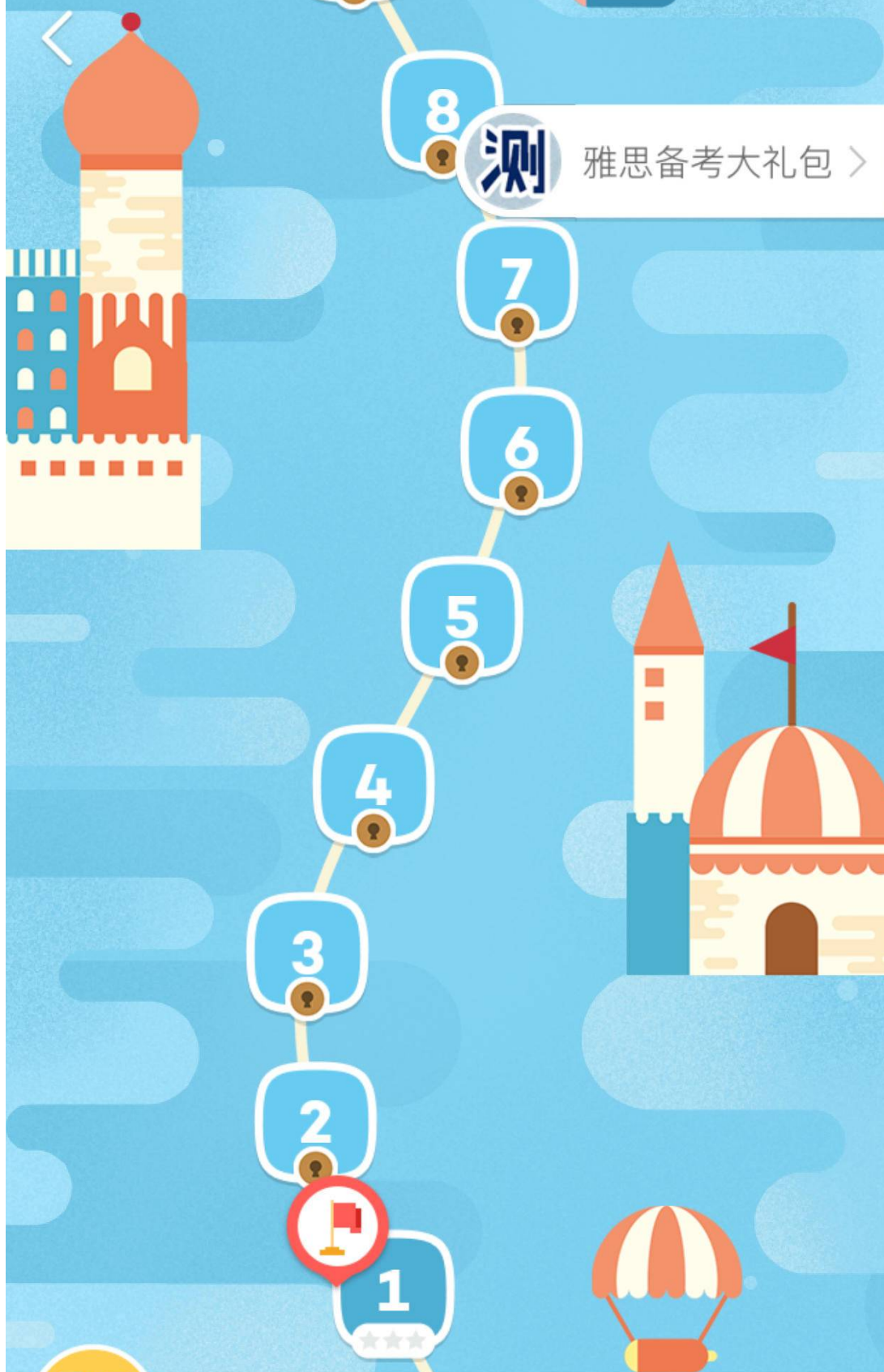
education technology is a hot trend

the perception of the business is positive(encouraging children to study)

China is more developed, people have access to technological products in daily life.

Threats:

numerous competitor with similar products



0 / 2494



0 / 747



10
待练词

wry

朗读



跳跃

撕扯

奔跑

扭曲



wry

[raɪ]



v. 扭曲

例句

Don't wry the truth.



显示例句释义

报错





ukprq2

19s

從0开駛



adj.潜在的，潜伏的，不易察觉的

domicile

meddle

apprehend

latent

退出

3)百词斩

Strengths:

picture association
complete vocabulary list
community
diversed review functioin certain time can
earn coins, which can be used in Taobao
百词斩) n
online class

Opportunities:

education technology is a hot trend

the perception of the business is
positive(encouraging children to study)

China is more developed, people have
access to technological products in daily
life.

Weaknesses:

<https://www.jianshu.com/p/2e006fd388e7>
hard to check historical records

software stuck

unrelated pictures

irrelevant ads (oops handbag ad)

Threats:

numerous competitor with similar
products

专项训练

我的评测

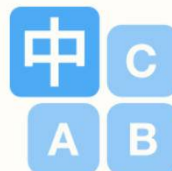
专项练习

ABC

1词

英文选意

阅读



1词

中文选词

阅读



1词

听音辨意

听力



1词

听音速记

听力



1词

拼写填空



1词

拼写组合



首页



复习



小讲堂



周边

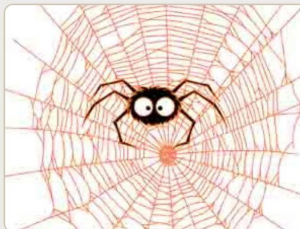
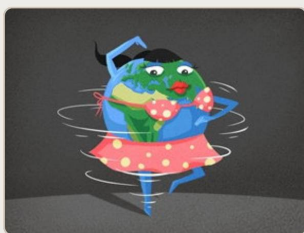


圈子



proof

/pru:f/



提示





背单词还能赚钱!



「百词斩商城」 双11价格全年最低!

本次活动由「百词斩商城」赞助



背单词还能赚钱!

2017年11月04日 - 2017年11月10日

216133



进入商城

November 2017

SUN

MON

TUE

WED

THU

FRI

SAT

4

5

6

7

8

9

10

● 已完成

● 未完成

● 未开始



加入百词斩小班
和大家一起努力



设置微信提醒
让你一天不漏完成活动

活动介绍

知识就是钱，可不是说说而已哦。当我们背了单词完成斩家活动后，会得到铜板，铜板可以兑换优惠券，优惠券又可以抵钱。尤其像这次，得到了金主爸爸「百词斩商城」的赞助，铜板比平时多了100%。你说斩家活动这一波，咱约不约?

活动已结束

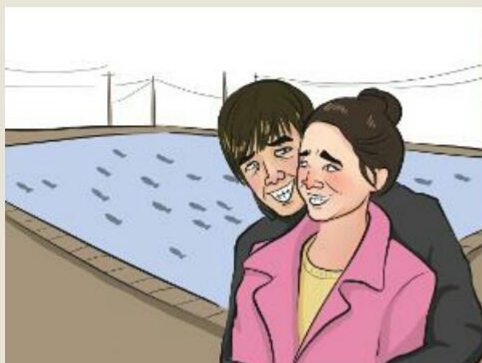
已结束

undertake



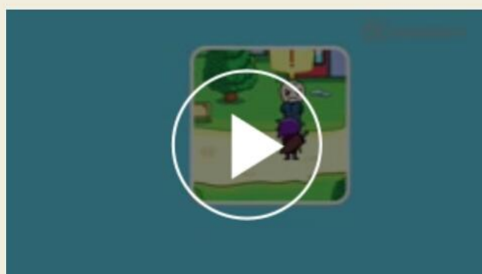
[ˌʌndər'teɪk]

vi. 担保, 负责; vt. 负责; 从事; 保证; 承担;



I want everyone to know that you **undertake** this fishpond!

我要让所有人都知道, 这个鱼塘被你承包了!



象形

UNDERTAKE

易混

undermine

underdog

undercharge

overtake

斩

继续做题

