

SWOT ANALYSIS

Strengths }

- * Trusted brand legacy
- * Large market share in speaker industry
- * Value for money → High quality accompanied by moderate to high price
- * Higher Have a foothold in the higher quality products
- * Base focused which works well with Indian consumers.

Weaknesses }

- * High price forces keep them out of reach for millions of consumers.
- * Poor branding /marketing
- * Slow innovation
- * Competition with Sony /Bose in high-end headphones
- * Counterfeit products

Opportunity }

- * Increasing demand for premium audio
- * Appealing to mass consumers by releasing cheap alternatives
- * Expansion to non metros cities
- * Increase branding and invest money into marketing

Threats]

- * Only have secured a niche market.
- * Counterfeit products are easily available.
- * High import tariffs.