## SWOT Matrix Analysis for Artefact

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|  | **Helpful**  to achieving the objective | **Harmful**  to achieving the objective |
| **Internal origin**  (attributes of the product) | *Strengths*   * Service provided (can use from home) * Variety of skills in the team * Brand recognition | *Weaknesses*   * Lack of reputation (new company) * Management/Small team (other pieces of work to do) |
| **External origin** (attributes of the environment) | *Opportunities*   * New experience for the customer * Target market growth * Special offers (QR code – discount) * Free to play | *Threats*   * Customers not liking the game (might find it boring) * Motion sickness (from VR?) * No replay value (playing the game more than once) * No multiplayer |