

SWOT

ANALYSIS

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strengths

- ~~Use~~ Smart Technology and cheaper than local available solutions
- Logistics and branding is easy to handle.
- Prior Experience, Expertise and domain knowledge

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opportunities

- Local market has the purchase power and is not introduced to this technology
- It impacts directly to sustainability goals and government offers bonuses for renovation and also grade your house based on energy efficiency
- Globalisation: Anyone who uses electricity can benefit from our solution.

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weaknesses

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- We still need to find a way to handle our supply chain based on the customer needs since the SKU is large.
- No knowledge about the legal documentation and laws

threats

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Big companies like Google might start providing services and maybe the manufacturers of these products themselves but we can choose to open a franchise first in the region