



# New Product Opportunities

## WHO is Dyson?

- **Founded by Sir James Dyson (1991)**
  - Originated from Sir James Dyson's invention of the dual-cyclone bagless vacuum; this engineering breakthrough set the tone for Dyson's innovation-driven culture.
- **Core Product Lines**
  - Vacuums, air purifiers, bladeless fans, hair care devices (e.g., Supersonic™ hair dryer and Airwrap™), and even lighting solutions—all leveraging Dyson's unique motor, airflow, and sensor technologies.
- **R&D-Heavy Culture**
  - Known for reinvesting profits into extensive research and development; Dyson holds hundreds of patents and fosters an engineering-centric workforce.
- **Premium Brand Positioning**
  - Dyson's reputation for cutting-edge design and high performance allows for premium pricing; this also creates strong brand loyalty among consumers.
- **Global Presence & Manufacturing**
  - Present in over 90 countries, with key engineering sites in the UK and manufacturing in Asia (e.g., Singapore). Strategic global footprint balances cost efficiency with high-quality production standards.
- **Strategic Vision**
  - Continual pursuit of *"better solutions to everyday problems"* by merging mechanical engineering, electronics, and AI—positioning Dyson at the forefront of home appliance innovation.

## Opportunity Identification & SWOT Analysis

Category	Details
Strengths	Innovation, brand loyalty, patented technologies.
Weaknesses	Premium pricing, reliance on innovation, limited product range.
Opportunities	Market expansion, online sales growth, AI integration.
Threats	Economic challenges, competitive pricing, consumer trend shifts.

Key Operational Statistics	Data
Employees Worldwide	15,000+
Countries of Presence	80+
Engineers and Scientists	6,000+
Patents and Designs	10,000+
Product Range	Vacuum cleaners, air purifiers, hand dryers, bladeless fans, heaters, hair dryers, lighting solutions
Production Facilities	Multiple global locations
Carbon Neutral Goal	2025
Recyclable Product Goal	2030

Product Category	Key Features	Market Highlight
Vacuum Cleaners	Cyclone technology for powerful suction	Over 50% market share in the UK
Air Purifiers	Advanced filtration technology	Highly rated for effectiveness
Hand Dryers	Fast drying with hygienic touchless operation	Widely used in commercial spaces
Hair Dryers	Intelligent heat control, powerful drying	Trending in the beauty market
Desk Fans	Quiet operation, sleek design	Popular for home and office use
LED Lighting	Energy-efficient, various styles	Growing in demand for smart homes

**Strengths**

- Enormous workforce
- Diversified Product Portfolio
- Global Presence
- Resilience

**Weaknesses**

- Premium Pricing
- Limited Market Share
- Dependence on Product Innovation
- Limited Product Lines

**Opportunities**

- Global Expansion
- Online Sales Expansion
- Enhancing Product Features
- Using AI in Products

**Threats**

- Intense Market Competition
- Market Fluctuations in the United Kingdom
- The Threat of Cheaper Alternatives
- Delay in Product Launch

## Opportunity 1: Dyson Compact Vacuum

### What is this product?

- Most Dyson Vacuum Products are \$300-\$600
- A cheaper alternative with less features could service a new market
- Maintains quality of technology, but simplified by removing certain features
- 80-120 dollars, cyclone technology, still portable and light
- Less complimentary parts, slightly heavier (compared to other models), wired, slightly lowered rpm in motor

### How it relates to Dyson's SWOT

- Attacks their weakness of premium pricing and limited market share
- Defends against the threat of competitor's cheaper alternatives
- Aligns with their diverse portfolio of products
- Would help dyson compete more prominently in the competitive market

## Scores for Dyson Compact Vacuum

Criterion	Score	Why?
Market Potential	6	Dyson already has "refurbished" line
Feasibility	9	Market potential may not be as big because people looking for cheaper alternatives already have an option
Strategic Fit	2	Could go against strategic fit of "luxury image"
Cost to Develop	10	
ROI	7	With an already well established brand, potential huge competitive advantage
Competitive Advantage	9	
Total	43	Cheaper to produce than the more complete models

## Opportunity 2: Dyson Precision Hairbrush

### What is this product?

- Dyson hairbrush I.D.
- Dyson could break into the luxury hairbrush competition and compete with brands like Mason Pearson

### How it relates to Dyson's SWOT

- Fits into diverse product portfolio, specifically the Dyson Airwrap product line
- Expands their beauty product line by allowing customers that do not style their hair to still get into haircare by dyson

## Scores for Dyson Precision Hairbrush

Criterion	Score	Why?
Market Potential	7	Dyson already has a Smart ID styling tool, so to transfer that technology would be simple
Feasibility	9	
Strategic Fit	10	
Cost to Develop	8	Fits into their brand perfectly
ROI	6	
Competitive Advantage	5	In the age of technology where everyone wants to learn more about their own bodies, so this could be the first of its kind
Total	45	

## Opportunity 3: Dyson GreenWork Outdoor Tools

### What is this product?

- A line of electric products for lawn care
  - Leaf blower, weed whacker, and hedge trimmer

### How it relates to Dyson's SWOT

- Enormous workforce makes long term bet like this possible
- Resilient brand and other profitable groups would support the set up costs for this endeavor
- Threat of delay to this product launch is very real. Other companies could beat them there first

## Scores for Dyson GreenWork Outdoor Tools

Criterion	Score	Why?
Market Potential	8	Historically in home products. Expensive and difficult venture.
Feasibility	4	
Strategic Fit	5	Could tap into a growing market.
Cost to Develop	2	
ROI	8	Can utilize their respected image as a home brand.
Competitive Advantage	5	
Total	32	Already some major players in the electric tool environment

## Decision Matrix Weighting Rationale

Criterion	Weight	Rationale
Market Potential	20%	<ul style="list-style-type: none"><li>• High market share potential is crucial but must also align with strategy, feasibility, and cost constraints</li></ul>
Feasibility	15%	<ul style="list-style-type: none"><li>• Emphasizes realistic execution across technical, operational, and organizational factors to mitigate excessive risk</li></ul>
Strategic Fit	20%	<ul style="list-style-type: none"><li>• Reinforces Dyson's core identity of innovation, design, and engineering excellence, preserving its premium reputation</li></ul>
Cost to Develop	10%	<ul style="list-style-type: none"><li>• Important for managing budgets and resources but weighted lower, since Dyson can invest heavily if the potential rewards are high</li></ul>
ROI	20%	<ul style="list-style-type: none"><li>• Justifies Dyson's R&amp;D investments with a clear path to profitability—low returns are hard to justify given high upfront costs</li></ul>
Competitive Advantage	15%	<ul style="list-style-type: none"><li>• Safeguards Dyson's differentiation (unique tech, design) to sustain premium pricing and outpace rivals</li></ul>
Total	100%	

## Decision Matrix Result

Criteria	Weight	Compact Vacuum	Smart ID Hairbrush	GreenWork
Market Potential	20%	6	7	8
Feasibility	15%	9	9	4
Strategic fit	20%	2	10	5
Cost to develop	10%	10	8	2
ROI	20%	7	6	8
Competitive Advantage	15%	9	5	5
Total	100%	6.7	7.5	5.75

## Selected Opportunity: Dyson Precision (Smart ID) Hairbrush

### ★Dyson Precision Hairbrush

- Smart ID Hair Diagnostic Tool
- Personalized hair care technology
- Seamless integration with Dyson Airwrap ecosystem
- **WHY?**
  - Strategic Rationale:
    - Expands beauty technology portfolio
    - Leverages existing Airwrap technology
    - Targets growing personalized beauty market
    - Demonstrates Dyson's innovation leadership



“Efficiency: it’s in our DNA”  
-Dyson