

SWOT/ TOWS

STRENGTHS:

1. Fast directions(no need to type in location)
2. Easy to implement
3. Can be used everywhere there's a billboard

WEAKNESSES:

1. Only works for smartphones
2. Requires newest phone OS
3. Cost
4. You need internet
5. You need Bluetooth
6. Battery life (5-?? years)
7. Possible crowding of beacons (many beacons and signals)

OPPORTUNITIES:

1. More attending tourists
2. Easy to expand across the city - and other cities
3. Ad revenue, from companies who wants their attraction/shop on the map
4. The world is in a continuous evolution and there is wi-fi available almost everywhere

SO

1. Because it's fast, easy and it's basically everywhere it will cater to a lot of people and it can be used by everyone in many cities
2. Billboards in places where there is free wi-fi anyways, like trainstations, busses, near cafés

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1. The more beacons you implement, the cheaper it becomes to buy them(in bulk)
2. Sponsorship from parties interested in having their billboards up can help reduce the cost
3. Having wireless internet in most of the places will reduce the risk of consumers not having internet to access the beacons

THREATS:

1. Vandalism
2. Hacking
3. Competition
4. Technical issue with the beacon device

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1. It can be used to raise awareness against vandalism
2. Easy implementation will give an edge over the competition

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1. It's possible to destroy the billboard and steal the beacon.