

# SWOT Analysis

## Strengths

1. Better Technicians and 24x7 availability
2. Good Distribution Channels i.e. google ads, telephone, online chats and Skype
3. Better Management i.e. better understanding of customers's problem and giving accurate solutions.
4. Customer Satisfaction; Making sure that we fulfil what our customer needs, ask for survey.
5. Enthusiastic and hardworking men.

## Weakness

1. Inexperienced workers
2. Weak Brand Name/ Lack of trust
3. Scale of work; Small and limited only to US and some developed countries.
4. Market growth uncertainty.

## Opportunities

1. Customer Tastes; They may not trust you, They may only go through companies which they have been going through.
2. Technological advantages, Technology is growing fast and that's a positive for your business.
3. Change in government policies; might be possible that the Indian government may now encourage more startups.
4. Lower Personal Taxes
5. Change in population/Age structure; Our target is middle age but over 10-15 years most of the people will be middle aged.

## Threats

1. Customer's Taste
2. Closing of geographical markets; If US government does not allow you to do business there in future.
3. Technological Skill; when a market grows, people with money start copying you and that way your business might be in danger.
4. Taxes
5. Complementary Products; hardware providers' own insurance plans.