

SWOT Analysis

STRENGTHS

- Customization
- Versatility
- Cost-effective production

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WEAKNESSES

- Limited print size
- Limited material selection
- Technical expertise required
 - Overheating printers

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OPPORTUNITIES

- Pharmaceutical, Aerospace, Sports etc...
- Personalization trend
- Education market

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THREATS

- Intellectual property issues
 - Cost of materials
- New competition with the same business model

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Product Mix (Product Line Breadth and Depth) Matrix

Product Line	Product Depth/Models	Direct Sales	Online Sales	Retail Sales
Home	Entry-level 3-D printer for beginners	X	X	X
	Mid-range 3-D printer for hobbyists	X	X	
Prosumer	High-end 3-D printer for small businesses	X	X	
	Multi-functional 3-D printer with scanner and copier		X	X
Industrial	Large-format 3-D printer for industrial use	X		X
	Professional-grade 3-D printer for engineers and designers	X		
	Robust 3-D printer for manufacturing and prototyping		X	X

Perceptual Map: 3D Printing

