



SWOT Analysis: Dog Medical Agenda

Strengths:

Tracks medical records
Tracks medication
Tracks lab testing
Track microchip information
Sends medical records as an email attachment

Weaknesses:

Only available in iphone/Ipad versions
Only for dogs
Doesn't search for facilities
Outdated design
Last updated 2014

Opportunities:

Update the app and relaunch
Improve UX design for a better customer experience
Social network integration
Advertising
Veterinarian endorsements

Threats:

Commitment to keeping the app updated
Lack of customer service



SWOT Analysis: Yelp!

Strengths:

Locates facilities nearby
Provides reviews
Provides facilities web address
Powerful search engine

Weaknesses:

Doesn't provide detailed info about facilities
Doesn't track medical records
Doesn't provide reminders
Information not always current

Opportunities:

Provide/promote tracking system

Threats:

Keeping reviews accurate
Keep business owners from "loading" reviews



SWOT Analysis: Google

Strengths:

Locates facilities nearby
Provides reviews
Provides facilities web address
Powerful search engine
Powerful brand

Weaknesses:

Doesn't provide detailed info about facilities
Doesn't track medical records
Doesn't provide reminders
Information not always current

Opportunities:

Provide/promote tracking system

Threats:

Keeping reviews accurate
Keep business owners from "loading" reviews



SWOT Analysis: Pet Port

Strengths:

Locates veterinary/grooming facilities nearby
Provides reviews (vet and groomer)
Stores medical records
Sends medical records as email attachment
Tracks pet's vitals, insurance, & microchip
Provides reminders for vet appointments
Provides reminders for vaccinations

Weaknesses:

Extensive data entry for customers

Opportunities:

Advertising
Veterinarian endorsements

Threats:

Keeping app updated
Providing customer service