



	Our Company	Competitor 1	Competitor 2	Competitor 3
Quality	Brands are compatible and qualified	The quality is poor	Brands are compatible and qualified	Brands are compatible and qualified
Warranty				
Strenghts	Quality of Product	Low Price Strategy	Their Network	Quality of Product
Weaknesses	Lack of Networking	Lack of Business reputation	Huge transaction expenses	Lack of Networking
Opportunities				
Threats	Competitor 2 and Competitor 3 are interested with our market share			

Market Share

