

SWOT Analysis

Design Organization: CLEIN Bicycles

**Date: Nov 11
2007**

Topic of SWOT Analysis: Explore the potential for adding a tandem bicycle to the product line in 2008.

Strengths:

- CLEIN has the technology to design a top quality tandem bicycle
- CLEIN's engineers want to do this project
- It will expand the product line
- Market for tandems is growing although no exact market numbers have been collected
- For the most part they can be made with current equipment and processes
- We can use our patented suspension to differentiate CLEIN's tandem from the rest
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Weaknesses:

- Market for tandems is small < 1% of all bicycle sales
- The profit margin may be smaller than on traditional bikes
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- Cost to develop may exceed \$40,000
- Pay back time is estimated at 3 years
- It will take 6 months to get to market, missing the current sales season
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Opportunities:

- A tandem will open CLEIN into new markets
- A tandem might allow bike shops that carry CLEIN to expand business
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Threats :

- The product is not unique enough to attract cusotmers
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Team member:
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Team member:

Prepared by:

Checked by:

Approved by: