|  |
| --- |
| **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
*
*
 | Weaknesses:* Market for tandems is small < 1% of all bicycle sales
* The profit margin may be smaller than on traditional bikes
* 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
*
*
*
*
*
 |
| Opportunities:* A tandem will open CLEIN into new markets
* A tandem might allow bike shops that carry CLEIN to expand business
*
*
*
*
*
*
 | Threats :* The product is not unique enough to attract cusotmers
*
*
*
*
*
*
*
*
 |
| Team member:      Team member:      Team member:      Team member:       | Prepared by:      |
| Checked by:      |
| Approved by:      |
|  |
| *The Mechanical Design Process* Designed by Professor David G. UllmanCopyright 2018 Form # 11 |