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| **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: | | |
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