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| Comment/ Feedback | Strength, Weakness, Opportunity or Threat? | Action to take | Rationale for Chosen Action |
| High price will not attract customers | weakness | Taking measure to decline prices for only a few products | To make our product available to larger target market however still not competing with the cheaper baby clothing shops by only having very few cheaper products |
| Display weaknesses such as size, quality,  delivery and high prices that will be charged | weakness | Making size material table. Giving effective and detail information tell customer which products is their wants. |  |
| High delivery fees for long distance customer | weakness | Reducing or deleting shipping fee | To make our customers happier by having to spend less. |
| Consumers will not want to pay too much before knowing what they are paying for | weakness | Have well detail description of product and have 360 degree pictures of it showing how it looks. | It is an easy way to show the customers exactly what they are looking at. |
| Can do promotions such as pay over $100 get small gift free etc. | opportunity | Use a promotion such as first time buying then receive a free gift. Then spend over an amount receive a gift. Every 4, 7, 11 purchase or something receive a gift. | We decided in doing this because people love free gifts. This will make people happier with our business therefore more chance for another purchase with us. |
| People who buy high end clothing like to be seen buying high end clothing | weakness | Products be delivered in a fancy package that shows it is up-market. So people may notice when picked up from post office or when delivered to door. | This was decided on because it provides customers with the feeling that they bought expensive products. We want our business online so did not know what else we could do. |
| Provide cheaper options also to cater for everyone | opportunity | May provide few cheaper alternatives. | Do not want to provide too many or else the target market will change and we will be competing with a larger organisation group. |
| Need a catch name with many people writing group 3 and not knowing our business name. | Opportunity | Change the name to Beautiful Baby Online | Baby Wear Online does not sound high end or professional. It also easily forgotten. This is why we are changing to Beautiful Baby Online. This sounds more professional and high end. |
| Hard to get grandmothers to shop online | weakness | Target market focus on the young mother more. However provide a very easy to use website that if grandmothers can use a computer then they will have no problem using our site. Send out catalogues where grandmothers can ring up and order which makes it easier for them. | We Decided on this because many grandmothers probably do not know how to use computers however we can make it as easy as it is possible so they can.  Grandmothers will find ringing up ordering from a catalogue easier therefore more chance for them to spend their money in our business. |
| Use visual advertisement such as TV, Billboards etc. | opportunity | Lessen the amount of Radio advertisement and use billboards. | Billboards are a visual advertisement which we did not have yet and if done successfully can be funny or creative further promoting our business. |