

X-Systems | SWOT Analysis

X-Map navigation systems

Strengths	Weaknesses
<ul style="list-style-type: none"> ⤴ High quality Samsung LCD TFT screens ⤴ IGO8 whole Europe + Russia on-road street navigation software ⤴ All European countries instantly available ⤴ Costless updates European countries ⤴ Off-road navigation waypoint mapping ⤴ Marine navigation waypoint mapping ⤴ X-Map 4000 has IP67 waterproof housing ⤴ Inclusive micro SD card ⤴ Inclusive roll-bar mount ⤴ Inclusive suction-cup mount ⤴ Inclusive holder with sun-visor ⤴ Inclusive vehicle 12V charger ⤴ Inclusive battery charger with converter ⤴ More software than other providers ⤴ More accessories than other providers ⤴ Quality, software options and pricings in comparison with TomTom & Garmin 	<ul style="list-style-type: none"> ⤴ No large brand name yet ⤴ Too little known to it's potential consumers ⤴ Too little information about it's functions yet ⤴ X-Map 3000/5000 are IP65 weatherproof (not completely waterproof) ⤴ Off-road & Marine mapping is a bit challenging to use ⤴ Not all ATV's have enough space for roll-bar mount
Opportunities	Threats
<ul style="list-style-type: none"> ⤴ Motorcycle sales are rising again in whole of Europe ⤴ 10,000 motorcycles sold last year alone in NL ⤴ ATV & UTV market is growing again and often used as second vehicle ⤴ Entering a large market with a distribution and media partner ⤴ Cooperate with established motorcycle, atv and utv brands & other related partners ⤴ Enlarge our product & brand name upcoming years 	<ul style="list-style-type: none"> ⤴ Poor communication to it's consumers ⤴ Strong dollar opposite to weaker Euro for purchasing production goods ⤴ Look a like fake products coming to the market ⤴ No GPS connection in certain areas due local conflicts ⤴ If our competition tries to built a full competitive model like our devices ⤴ If our competition offers a full product with all accessories included ⤴ To rapid expansion of sales/demand. Service and logistic handlings need extra attention.

X-Tel & X-Tab Communication devices

Strengths	Weaknesses
<ul style="list-style-type: none"> ⤴ All X-Tel's have a IP68 marking up to 2 meters waterproof and submersible ⤴ X-Tab tablet has a IP67 marking up to 1 meter waterproof ⤴ Devices have water-, dust-, shock- and life proof international protection markings ⤴ Each device has a large & long life battery ⤴ Each device protects as well the outer casing as inside components ⤴ Inside components are highly outdoor usage tested ⤴ Strong built for outdoor & tough usage ⤴ Android models come with pre-installed app's ⤴ All X-Tel's are Dual-SIM available ⤴ Devices have a large target group; Outdoor, On-road / Off-road, Construction, Hunting Agriculture, Industrial, Marine, etc. ⤴ Each device targets multiple markets ⤴ Price quality structure is very strong 	<ul style="list-style-type: none"> ⤴ No large brand name yet ⤴ Too little known to it's potential consumers ⤴ Too little information about it's functions yet ⤴ Devices are larger and thicker than fashionable electronics ⤴ Devices are more heavy then non-cased electronics ⤴ Not every consumer understands an outer casing isn't enough for device protection ⤴ Pricing is higher than a phone without casing for inner & outer protection ⤴ Some devices are not affordable for lower class consumers
Opportunities	Threats
<ul style="list-style-type: none"> ⤴ Consumers choose more often quality versus fashion ⤴ Consumers prefer to protect more their phones and tablets ⤴ Entering a large market with a distribution and media partner ⤴ Enlarge our product & brand name upcoming years ⤴ More communication to its target group via partners, search engines, social media, etc. 	<ul style="list-style-type: none"> ⤴ Poor communication to it's consumers ⤴ Strong dollar opposite to weaker Euro for purchasing production goods ⤴ Look a like fake products coming to the market ⤴ Consumers assume a device is protected against anything, even over the top ⤴ To rapid expansion of sales/demand. Service and logistic handlings need extra attention.