

STRENGTHS	WEAKNESSES
<p>These are product strengths, best listed by an internal team. However, some pointers to look for strengths:</p> <ul style="list-style-type: none"> • Business processes, Customer service, Sales proposition • Advantages of your product, Use of technology • Turn-around time to your customers, Marketing funnels • Product team and other teams' skills, knowledge, attitude <p>For Airbnb:</p> <ul style="list-style-type: none"> ✓ Biggest marketplace for rental properties ✓ Geography coverage ✓ Number of buyers and suppliers ✓ Easy to use online product, transparent, secure 	<p>These are product weaknesses, best listed by an internal team. However, some pointers to look for weaknesses:</p> <ul style="list-style-type: none"> • What could you improve? Any process, skills, approach • What should you avoid? Any past mistakes, errors, issues • Negative feedback given by your customers • Where are you lacking with respect to your competition? <p>For Airbnb:</p> <ul style="list-style-type: none"> ❖ Map view not accurate ❖ Irrelevant search results ❖ Booking process unclear on fees ❖ No option for fully 'Refundable' booking
OPPORTUNITIES	THREATS
<p>These are product opportunities, best listed by an internal team. However, some pointers to look for opportunities:</p> <ul style="list-style-type: none"> • Futuristic trends with a positive impact on product • What can you do to get 1st mover advantage in market? • Acquisition of resources, team, companies, products • Is there a gap in the market that your product could solve? <p>For Airbnb:</p> <ul style="list-style-type: none"> ✓ Increase geography coverage ✓ Increase types of rental properties ✓ Offer loyalty program to its users like Hotels.com ✓ Do partnerships with agencies like AirSorted 	<p>These are product threats, best listed by an internal team. However, some pointers to look for threats:</p> <ul style="list-style-type: none"> • Detrimental weaknesses hampering your product? • Competitors better at certain product offerings? • Relationship with your suppliers in your business? • Future changes in policy & regulation? <p>For Airbnb:</p> <ul style="list-style-type: none"> ❖ New players offering better rates to buyers & suppliers ❖ Loyalty scheme luring away buyers & suppliers ❖ Niche offering for apartments, B&Bs, vacation places