

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

ASIS 2015

STRENGTHS

- well accepted tool
- easy and practical product
- resistant to water

WEAKNESSES

- Technology development
- endurance

OPPORTUNITIES

- smart watch development
- technology development

THREATS

- smart phones
- smartwatch
- free com groups like people

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

WILLBE 2025

STRENGTHS

Brand is competitive in the market

WEAKNESSES

market share

OPPORTUNITIES

technology development

THREATS

other brands in the market
other products like smartphones

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

Your ideas for solving problems in "WillBe"

Idea Descriptions

- maintenance
- upgrade
- refurbish
- monitoring apps
- information monitoring (IoT)
- contracts to offer additional
- services like home security
- monitoring

Conceptual Images

TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

STRENGTHS

existing customers

WEAKNESSES

excess inventory
high costs with services and
products with high price
risk management

OPPORTUNITIES

new technology /
new services

THREATS

other brands

