

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service: Apple watch

ASIS 2015

STRENGTHS

- benefits of the image of the brand
- loyalty of user
- brand extension
- use the benefit of a common effect well-accepted

WEAKNESSES

- Only link with I product
- No Standard Product (No advertising)

OPPORTUNITIES

- Demand on connected object is growing

THREATS

- High competitive market
- High price of the product compare to competitors.

YOUR PRODUCT-SERVICE SYSTEM

Target Product/Service:

WILLBE 2025

STRENGTHS

- Longevity of use
- well - known Technology
- Superior software
- Supply chain well - developed

WEAKNESSES

- High competition - entry
- Inimitable → Fierce Trial and Error

OPPORTUNITIES

- New market entry
- Target Market of its service

THREATS

- Competitiveness
- No core technology
- Difficult to enter

YOUR PRODUCT-SERVICE SYSTEM

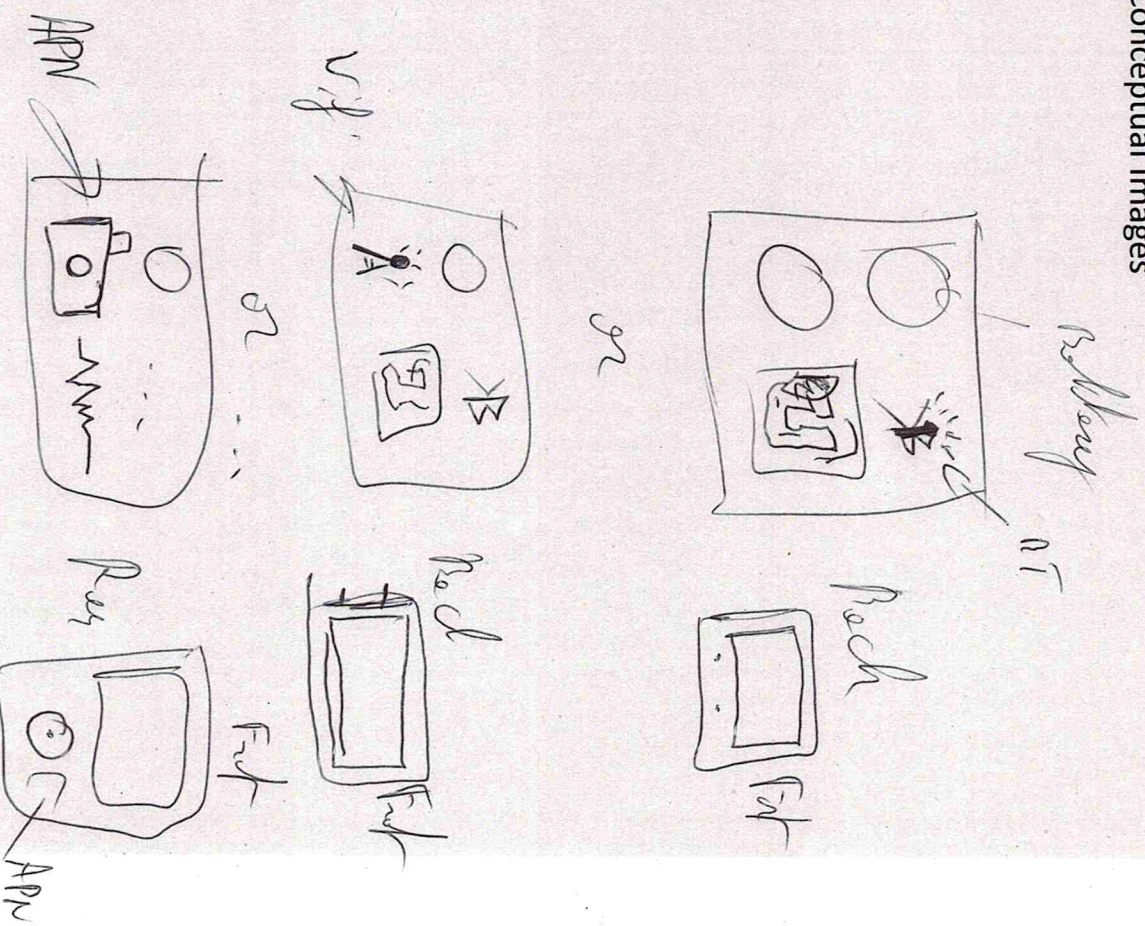
Target Product/Service:

Your ideas for solving problems in "WillBe"

Idea Descriptions

- Add Modularity
 - ↳ Helmholtz
 - ↳ Ennodiol. (OST, W.F., Rotkory)...
 - ↳ Same Size.
- => Carting in
- => Quick Pinch Lock
- => Helmholtz
 - ↳ Blood Pump
 - ↳ Head Frequency

Conceptual Images



TOTAL INFORMATION SERVICE

Target Product/Service:

TOBE 2015-2025

STRENGTHS

- Customer like -
- Supplier Software
- Innovative.

WEAKNESSES

- Weight
- Sub-product diversity production
- Price.
- No turnover of consumer.

OPPORTUNITIES

- Manufacturer are more depending on this
- Spare part could make money
- -ed

THREATS

Capitalize on it

