

External Factor Analysis Summary Table for DigiPhone 7 (Example)

External Factors	Weight	Rating	Weighted Score	Comments
<u>Opportunities</u>				
Expand optional video	.1	3.5	.35	Many reviews mention the video quality has been improved over the previous model, but is still not the same quality compared to other phones in this price point (Amazer, 2015).
Expand markets outside Asia	.15	4	.6	The phones manufactured in China have a good foothold there, but are only available outside Asia through online retailers (Amazer, 2015).
Include Bluetooth functionality	.05	1	.05	The phone currently lacks Bluetooth functionality, which has become a standard feature of phones in this class.
Integrate front facing camera	.05	1.50	.075	This was a requested feature for the older versions, and it finally made it to the DigiPhone 7.
Parental Controls	.05	1	.05	Not much is mentioned about built-in parental controls for phones, but the options are starting to emerge for parents to have direct control over talk time, texting, and other aspects of the phone (Minor, 2016).
Use Wi-Fi 802.11ac	.1	2	.2	Wifi N is quickly being replaced by Wifi 802-11ac, which is up to 12x faster (Lendino, 2015).
<u>Threats</u>				
Recognizable design	.05	1.0	.05	Most complaints were about their color selection. Only black or gray are available, and many other manufactures are coming out with other color options (Amazer, 2015).
Cost of DigiPhone	.1	3	.3	The DigiPhone is marketed at the mid-level phone section, but is missing some key technologies that keep it from competing with those phones. It is competitively priced within this section.
Growth of competition	.2	5	1	Other companies are innovating; that will set them apart from the competition (Crago, 2008).
Unknown company	.05	2	.1	DigiPhone is not a household name, and outside of smart phone enthusiasts they

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				are relatively unknown. They need to increase brand awareness.
Corporate espionage	.05	3.5	.175	All emerging technology companies face this threat and it costs companies hundreds of billions of dollars annually (Federal Bureau of Investigation, n.d.).
Negative reviews	.05	3	.15	DigiPhone has been slow to respond to consumer desires, but every version has shown progress.
	1.00		3.1	

Overall, Digiphone is doing better than other phones in the same market share. Their annual stockholder report has shown shares increasing in value in the last quarter (Digiphone, 2016). The version 7 of their phone is priced aggressively within this market segment, but is also missing some key technologies that would make it more comparable to other phones at the same price. The company doesn't seem to be aggressively trying to expand outside of its Asian market, and this could translate into lost opportunities to increase revenue in a new market. They have been available from online retailers, and the data supports the trend that Americans are shopping online more than in stores (Greenberg, 2015). As long as they maintain their costs and online presence, and they meet customer expectations for features and design, the company will continue to be a market leader.

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