

Swot analysis of personal digital assistants

Business



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There are immense opportunities for this product to explore due to its ability to perform a variety of functions used for providing communication-specific benefits. However, like all consumer technology products, it faces the threat of increased competition from other players in the market (Menon, A. et al. , 1999). Strengths: PDAs can consolidate their positions on the basis of the following: 1.

Innovative product: PDAs consists of a variety of utility services like voice recognition system that simplifies its usage and results in hands-free operation of the device.

At the same time, it provides facilities such as an in-built cell phone functionality wireless communication with MP3 capabilities. 2. Compatibility: It is a very unique and effective characteristic of a PDA. It allows a single PDA to work with a large number of Palm-compatible peripherals and applications which are currently available for use in the market.

3. Pricing: It has been observed that the PDAs are generally priced lower than a majority of consumer technology and other information technology applications which do not possess the voice recognition technology.

As a result, these devices provide a competitive edge to price-conscious customers. Weaknesses: The introduction of PDA has revolutionized the work-practices of a significant number of business organizations. In fact, the device has been made after a careful analysis of the strong points and shortcomings of initial technology products. Nonetheless, it was that the device has the following weaknesses: 1.

Lack of product-awareness: PDAs have not been able to create the desired level of awareness about its application and usage in various consumer markets of the world.

On the other hand, products like computers and laptops have gained tremendous recognition among the various market places. 2. Highly sophisticated and delicate: Market reports suggest that PDAs are very delicate and sophisticated in usage. Hence, it requires to be handled with great care by the user. At the same time, it requires proper maintenance to deliver uninterrupted service to the user.

Opportunities: As PDAs have been a recent introduction in the technology market, it can make a great use of the endless opportunities existing in the market: 1.

Increasing demand for multiple communication methods: It is believed by the market experts that the market for wireless i. e. Web-enabled PDAs in association with cell phone facility is estimated to grow quicker than the market for non-wireless models. PDAs are finding great applications in the work and educational settings, due to an increased number of users of this device. As a result of this, the primary demand of the PDA is witnessing new heights.

In addition, the segment of the customers which purchased the entry-level models is also trading up towards improved versions. . Add-on peripherals: Additional peripherals, like digital cameras and global positioning systems (GPS), are available for use on the personal digital assistants. It thus creates a new market which consists of consumers and business users who are
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interested in any of these peripherals. This segment views PDA as a value priced device able to be suitably and rapidly extended to perform multiple functions. 3.

Diverse applications: PDAs consists of a wide range of compatible software applications which are available for domestic and commercial usage.

It thus allows this device to fulfill the information and communication needs of customers in a convenient manner. Threats: PDAs have tremendous opportunities to explore in the near future but at the same time they have to counter the following threats: 1. Increased competition: The current growth experienced in the PDA market has forced many companies to enter this segment with updated versions offering most of the features and benefits absent in the previous models.

Major competition results from specific devices for text and e-mail messaging competitors and companies manufacturing cell phones.

2. Downward pressure on pricing: Recent studies suggest that increased competition and new market-share strategies are forcing the PDA prices in the downward direction. As a result, the companies are not able to get the desired returns on their products due to the lower margins in the PDA market. 3. Shortened product life cycle: In comparison to other technology products, PDAs seem to be reaching the maturity stage of their product life cycle at a much faster pace.

Despite a very stiff competition existing in the market, PDAs can successfully create a unique image and gain recognition among the customers of the

targeted segments (SWOT Analysis of a PDA product, 2008). History of PDA: The concept of designing small hand held computers for the purpose of storing addresses and phone numbers and keeping a note of routine appointments started off in the 1980's. PDA, also known as ' Personal Digital Assistant', is a handheld computer. Its growth extends over a period of 3 decades (1975 to the present).

From its beginning to the present time, it has witnessed many changes and a large number of companies have played an important role in bringing about all these changes. Many initial and back-end changes were brought about by each involved company.

It will not be easy to state who is the inventor of the first miniature keyboard although there is a relevant patent. Still, it can be stated that the first handheld devices using these technologies can be regarded as the pioneers in the field of modern handhelds.

In the modern-day PDAs, maximum power of computing can be seen in minimum amount of space. The PDA will be considered as the smallest practical computer until the arrival of quantum computing and nanotechnology, which do not seem to be presented for many upcoming years. In addition, the PDA, being a digital device can function independently, and characterize a non-appliance, non-mathematical application set (History of the PDA, 2008).

Recommendations for future strategy: •The companies manufacturing PDAs need to create awareness about heir product and its utility to achieve good results.

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