

Swot analysis for tottered

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Business Industry

Protection is being the number one reason on why gadget accessories have been growing in a fast phase. Both small size gadget to big size gadget need protection from the harsh outside environment, and therefore many companies have been trying to solve the problem by making a suit or body protector for the gadget lover to keep their devices functional even with severe impact to the ground or other hard objects. The mobile phone accessories itself accounts for 36 billion dollar which is a very unexpected number because of the forecasted number was 20 million by the end of 2012.

This proven that the industry has been performing very well that even the prediction to the real value ratio is almost doubled. The trend of using smartened and the newest laptop has taken the protection of those items to the next level. High protection for expensive gadget is very important nowadays, this is proven by a number of money people spent on having the best protection for their devices. There are 2 types on consumers in this business, people who actually put accessories on their smartened to add esthetics value to their gadget and people who buy accessories for the protection of their gadget.

This trend is supported by several studies that shown people who have gadget spent more than 55 dollars alone for the accessories. Smartened industry is very popular among the age group of 18-44 and therefore the accessories come along with the age group of people who have smartened.

This research is done and concluded with more than 55% of the age group have smart phone.

Tottered

Tottered is a private company which is founded in 1998. It has been producing the protection for gadget ever since. Tottered is headquartered in Fort Collins, Colorado and it's trademark is to build a waterproof electronic case for mobile devices.

Tottered product lines are mainly focused on the protection of the product and not focused on the esthetics side of the product. Functionality has been the front line of the product. Mainly it is as waterproof boxes and device-specific smartened and tablet cases designed for outdoor enthusiast. Unique selling point Over the years, Tottered has earned a reputation for the best protection for portable devices which offer high impact protection, water protection, etc. The Tottered premium feature is offered by the premium price that comes along with it.

Leaving its impetigo behind, Tottered sells their product from a competitive price of \$25 to a whopping \$70 for the defender series that offer the best protection for portable devices.

Target Market

Tottered targets mainly on outdoor enthusiast who usually go out to rough terrains. Given the product main unique selling point of protection, Tottered can relieve the fear of destroying their devices during their activity outside.

SWOT

Weakness

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Opportunities

Threat

Growing market of smartened

Intense compartmentalizing start coming to the market

Strength

Strong brand name

People who know Tottered know that the product is a very high quality product.

The customers know that they are getting what they paid for.

Even though Tottered release a new product line, the customers will already know that the product will offer protection like no other brand.

Diversified Products: The product lines of Tottered varies from small smartened to big smartened even tablet, and therefore customers find it is nice to have the protective case that made specifically for that type of device that they have.

Strong Logistic: It is easy to find Tottered all over the world. Tottered have channel distribution almost all over the world with the main phone

accessories distributor in that country and therefore, getting our hand on Tottered is relatively easy.

Weakness: Lack of promotion People who know Tottered know that it is a good product, but a lot of people don't know Tottered because their lack of promotion compared to other brand such as Tarsus.

Opportunities: Growing market of Smart phone As it is described in the market Industry analysis, the market has been growing unexpectedly high compared to the forecast, and therefore by using this opportunity,