

SWOT Analysis: Fashion GPS

New Product: Fashion Link-Up

Strengths

- Innovative program in the fashion industry
- Used in over 20 countries
- Consistently acclaimed by the fashion and technology communities
- In 2011, was dubbed Fashion 2.0's "Next Big Thing in Tech".
- Software is secure and monitored

Weaknesses

- New company/technology
- Exclusive to the fashion industry
- Fairly young
- Not open to the general public or the media (only fashion houses and some retailers)

Opportunities

- Broadening its audience to more than just designers and retailers
- Surveying usage and collecting data on popular trends
- Obtaining national coverage and popularity
- Bridging the gap between fashion and technology

Threats

- Larger technology software and social media
- Potential cost
- Marketing to only the fashion houses and retailers
- Creating a presence amongst smartphone users and potential clients
- Instagram and Pinterest's ability to follow and target companies and brands (hashtag usage and following of companies)