SWOT Analysis

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SWOT ANALYSIS

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| STRENGHTS* Space saver
* Energy efficient
* Easy to operate
* Compact
 | WEAKNESSES* Dry time is longer
* Smaller loads
* Dryer itself may not be energy efficient, instead may cost more.
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| OPPORTUNITIES* More efficient lifestyle
* Target marketing to Colleges
* Offer portable washers
 | THREATS* Too expensive
* Competition
* May cause more damage to the environment than good.
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Competitive review; A good washer and dryer combo will cost more than your average washer and dryer by themselves. Competitors are companies who offer better versions of a product for a better price. LG currently offers the best washer and dryer combo, but it is also very expensive this machine retails for $2089. That is well over an average household's price range for a washer and dryer.

 The average price for this type of product is about $1200, still more than I would want to spend on a washer and dryer. But when you divide that by two, that would mean $600 for each device alone. But still more expensive than an average washer and dryer, if you're looking for something more hi-tech.

 Many households are starting to downsize, and chose more energy efficient ways of living, in smaller homes with better appliances. The product I imagine to offer is better than any other washer and dryer combo with a high price.

 Product review; My washer and dryer combo will be unlike any other that is currently on the market. They all operate on steam drying, which does not dry the clothes completely. And that defeats the purpose of this appliance. The combo I imagine will be a fully functioning washer and dryer combined into one single machine.

 The World is becoming more invasive every day, so why not begin with more efficient, energy saving appliances, which are also affordable for your average household. Devices need to build to perform a multitude of functions, as the years go by more machines are being innovated to perform better than ever before.