

### **SWOT Analysis for DFY (Design For You) Web Design Company**

DFY (Design For You) is a dynamic and exciting web design company offering the latest in new media technology. DFY offers services in professional Web Design, Graphic Design and Photography. By Using the most current technology and techniques, we design and implement solutions for our clients business needs.

#### **Strengths:**

- High technology for Database (e.g. PHP, JavaScript, MySQL)
- Free packages for Web Design customers.
- Professional web design and information architecture.
- High quality products and good services.
- Free photographic download for graphic members.
- Information exchange and communicate for graphic members

#### **Weaknesses:**

- Lack of marketing experience
- Lack of Brand awareness
- Location of company
- Lack of financial suppliers

#### **Opportunities:**

- Development Market (Design English version for China Company)
- Redesign websites according to Web Standards for international clients.
- Moving into new attractive market segments for graphic members (To be a center of exchanging and communicating for graphic designers).
- Provide more security and effective database environment.

#### **Threatens:**

- The same kinds of Web Design competitors.
- Price War between the competitors and DFY Company.
- Build relationship with suppliers and customers
- Political, legislative and regulatory change in different countries.
- New technology changes.