

NEMO Group
SWOT Analysis Report

proposal Name	Strength	weakness	opportunities	threats
<i>Tennis Online Community Proposal</i> <i>Min Cai</i>	This tennis community is proposed with some feratures that are not widely used in existing similar communities, such as the function of Appreciation of Tennis Video online.	There are not that much similar online tennis communities for reference because this type of community is not popular online so far.	Just because of the lack of congeners, it emerges in the right time to capture the target audiences.	The target audiences (tennis fans) may prefer face-to-face physical communities instead of online communities.
<i>Itsallaboutsoccer.net</i> <i>Yi Zhao</i>	It is designed to be an excellent space for all soccer fans. This focuses on nothing else but soccer.	There are so many good sports site on the internet. To be survivor, we need to make much effort.	Although there are many sports sites available, it is designed ONLY for soccer. With clear goal, it can be a unique space for soccer lovers.	The major sports content providers, the other media and soccer teams' websites offer the first-hand news and report relative events in time. If any of them come to organise a NC just like Itsallaboutsoccer.net, we are in danger.
<i>Chinese Overseas Student Home</i> <i>Xin Zhang</i>	focus on the partical group, clear dispaly the community's purpose, access the difference from existing similar communities, sounds good project strategy.	a litter bit hard to find sponsors as it focus on chinese students or person who are interested in chinese, need links to real useful information that they need	could catch immigrant agencies, Australia immigrant department,or chinese embassy, etc.	None

<p><i>Diamond Study Community (DSC)</i></p> <p><i>Jong Su Kim</i></p>	<p>The special interests of this proposal can lead its success.</p>	<p>None</p>	<p>There are not many professional web sites like this proposal. Definitely we found a good enter point. With well design, complete execution, it is not hard to achieve the success.</p>	<p>Lack of advertisements will limited the number of users, it will lead the failure. We have to invest a lot to let people know this NC, then attract the potential users.</p>
<p><i>Nanotechnology Experts Board</i></p> <p><i>Bin Li</i></p>	<p>This NC proposal aims high, potentially could be a wonderful communication platform among nano-experts, governments, nano-organizations and investors. By now, there is no such a NC act as the same character.</p>	<p>It's hard to implement all the functions designed. For the best outcome, the cost will be high.</p>	<p>The nanotechnology growing fast worldwide. Not only the R&D, but also the governments and investors interested in it.</p>	<p>In case other bigger organization realise the chance and release the similar NC before us, our plan will be defeat.</p>