SWOT Analysis

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**Opportunities**

There are various external and developmental factors that DJI Drone can influence to improve the current position of a market and further expand the market (“Da Jiang Innovations (DJI),” n.d.). Numerous opportunities may arise from factors such as radical expansion and policy alterations, technical novelties, elevation of purchaser disposable revenue, financial development, and variations in purchaser inclinations.

**Dropping the cost of Market Penetration and Business into the Global Market**

Factors that contribute towards a drop in the cost of market penetration and business in the global market are mainly urbanization and improvement in the social and digital industry as indicated by Wee Kiat Lim, Yi Zeng and Wei Fong Bo (“Da Jiang Innovations (DJI),” n.d.).

**Improvement in Artificial Intelligence**

To allow the better prediction of customer demand, providing to the slot fragments and formulating enhanced engine recommendations, DJI Drone must take measures to improve the Artificial Intelligence (“Global Drones Market Innovative Growth With SWOT Analysis And Forecast From 2018-2028—MarketWatch,” n.d.).

**Worldwide Talent Access in the Global Market**

Due to an inadequate financial plan, DJI Drone is confronted with the challenges of limited access to the worldwide talent market. Via expanding its expertise into the international market, DJI Drone would be able to access the high standard talent market. It has been indicated by studies that it would further contribute towards fetching the endowment into the local industry and improving its services in the fields of Information Technology, invention, and policy making (“DJI Dominates the Friendly Skies,” 2017).

**Elevation of Purchaser Disposable Revenue**

It will be a good approach to allow purchasers to pay more for the merchandise that they use with time. For this purpose, DJI can make an innovative design which can make use of elevated disposable revenue. This has been favored by case study according to which, DJI drone can utilize this strategy to further progress in the fields of Information technology, invention and policy making (“Da Jiang Innovations (DJI),” n.d.).

**Variations in Purchaser Inclinations and Enhanced Industry Scope**

The biggest challenges encountered by DJI are retaining loyal customers and dealing with new customers. To successfully overcome these challenges, DJI must produce variations in their merchandise based on customers’ inclination (“Drone Market Research By Size, Share, Growth and Trends By 2028| MRFR,” n.d.).

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