



DOMA

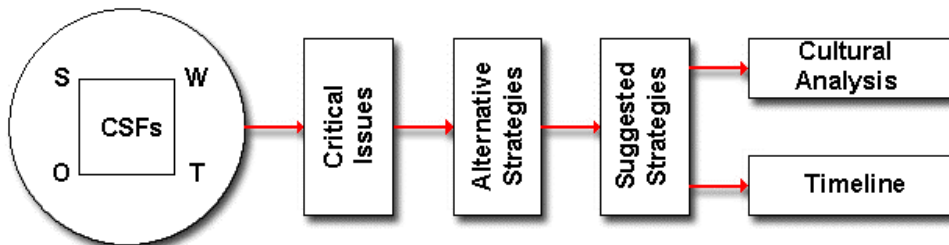
A Strategic Plan for Company Launch

EMGT525 Spring Term

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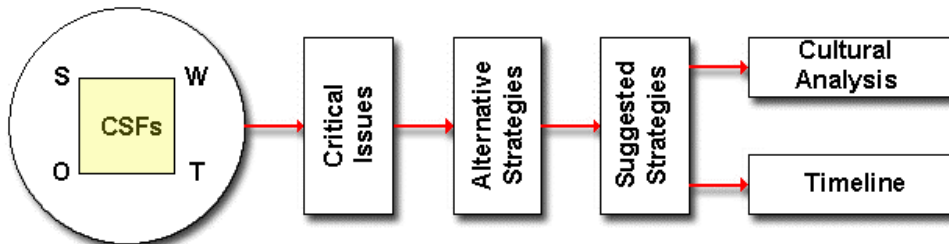
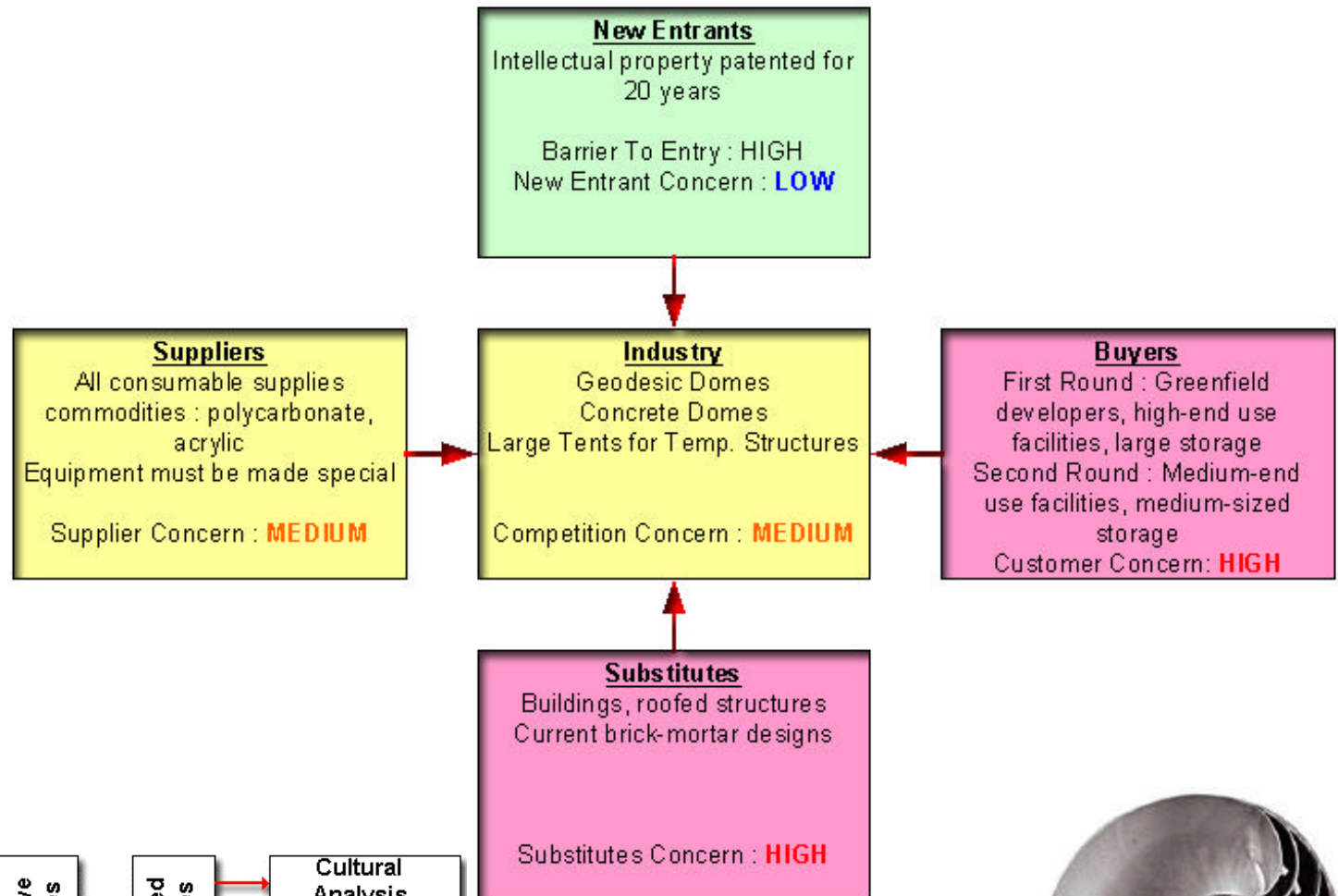


Introduction



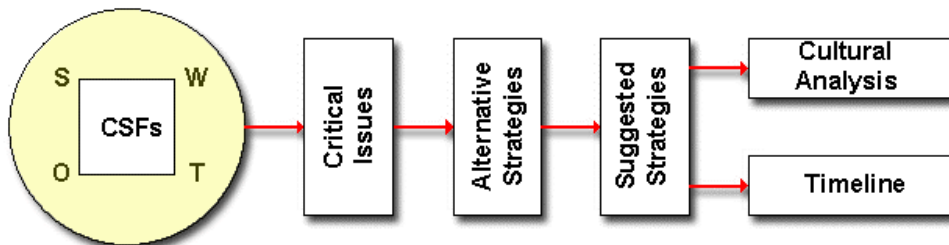


Porter's Five Forces Model

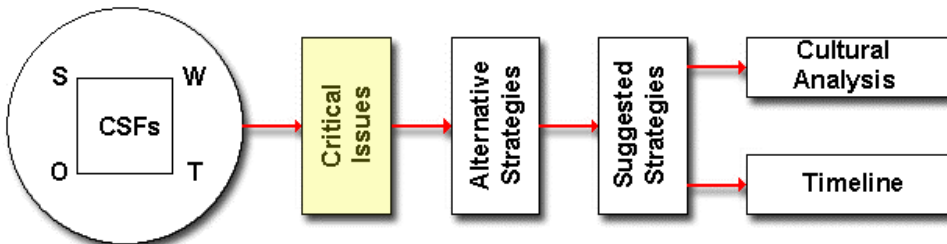


SWOT

Strengths	<p>Innovative new idea</p> <p>Process:</p> <ul style="list-style-type: none"> Very fast construction of new dome All process components are well-known Proprietary approach to dome creation 100% Recyclable product – zero waste Multiple design options from opaque to transparent to mirrored. Supplies are very easy to procure Easy to upgrade to mass production – downgrade production
Weaknesses	<p>First installations MUST BE PERFECT, no second chance</p> <p>Must retool for certain sizes, might not be right market</p> <p>Untested design</p> <p>Not end-to-end solution, just roof</p>
Opportunities	<p>Local environment very open to environmentally friendly proc.</p> <p>New Modality of design – non-existent head-to-head competition</p> <p>Need for large structures quickly and cheaply</p> <p>Gov. construction projects require “green” components</p>
Threats	<p>Concept not status-quo, might not gain acceptance, too unconventional</p> <p>Resistance from code bodies</p> <p>Other people attaching IP</p> <p>Pressure from unions re: trade jobs lost</p> <p>Current economic trends do not support large or new building projects</p>

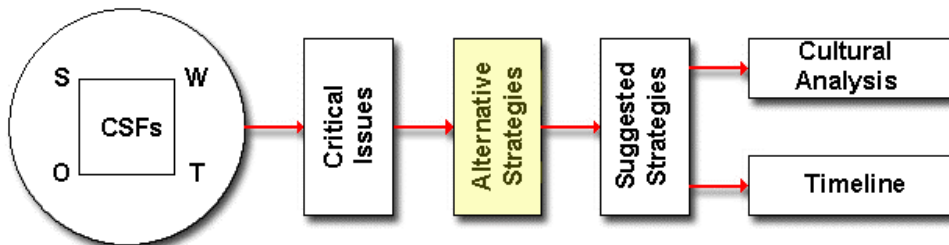


Critical Issues

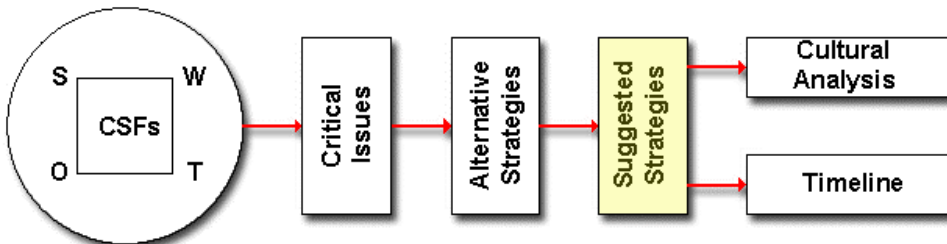




Alternative Strategies

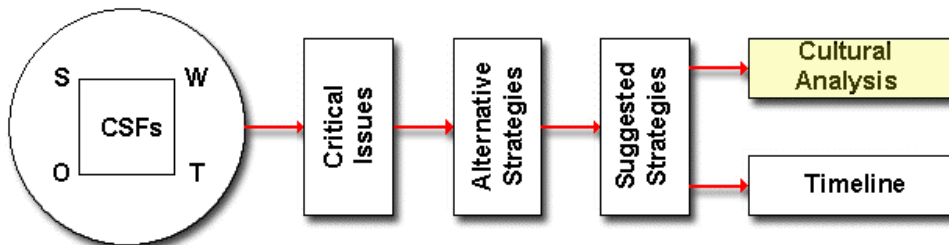


Suggested Strategies

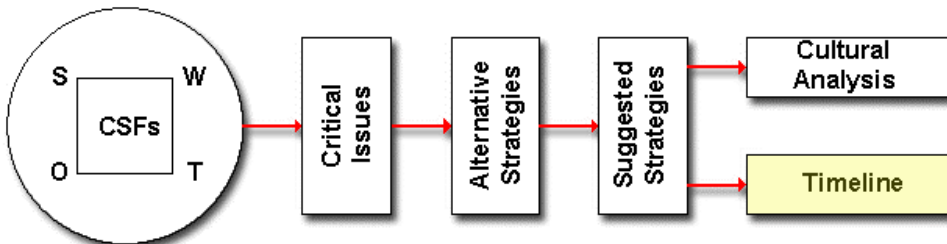




Cultural Analysis



Timeline



Conclusion

