

Opera Browser

Parent Company

Opera software

Category

Web browsers

Sector

IT and Technology

Tagline/ Slogan

The fastest web browser on earth

USP

One of the fastest web browsers

STP

Segment

Computer users using the internet

Target Group

Computer users assessing internet for various purposes

Positioning

Positioned as the fastest web browser

SWOT Analysis

Strengths

1. Can run on variety of personal computer operating systems and mobile
2. Available in 50+ languages, hence increased customer reach
3. One of the early market entrants
4. A wide range of integrated and built-in services
5. Over 120 million mobile users user Opera Mini and over 200 million users

Weaknesses

1. Lesser market share as compared to Chrome, internet Explorer and Firefox
2. Lesser presence in physical markets

Opportunities

1. Computer users not using internet
2. Acquiring integrations or partnerships with software companies and internet service providers
3. Providing more integrated offerings and services

Threats

1. Malicious threats leading to browser malfunction
2. Continuous new innovations by current competition
3. Newly emerging competitive web browsers

Competition

Competitors

1. Google chrome
2. Apple Safari
3. Mozilla Firefox