

**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