

**McAfee Anti-virus**

**Parent Company**

Intel

**Category**

Anti-virus tools

**Sector**

IT and Technology

**Tagline/ Slogan**

Safe is not a privilege, it is a right

**USP**

An efficient and simple computer security software

## **STP**

### **Segment**

Computer users looking for online protection

### **Target Group**

Computer users dealing with software, internet and other applications

### **Positioning**

Positioned as an antivirus providing complete protection from virus and internet

## **SWOT Analysis**

### **Strengths**

1. Efficient Spam filter available which can help in blocking spam emails
2. Available parental control
3. Lesser priced compared to competitors
4. Simple interface and layout providing better access to features
5. Mergers and acquisitions have helped the company grow

### Weaknesses

1. Complete security against new and latest viruses, trojans and worms is difficult unless customers update

### Opportunities

1. Educating users about threats of viruses
2. Integration with internet service providers or software companies
3. Offering products for operating systems other than windows

### Threats

1. Major new threats which can go undetected
2. Product development in current competitors in the market
3. Newly emerging competition

### Competition

### Competitors

1. AVG Anti-virus
2. Avast Anti-virus
3. Kaspersky Anti-virus