

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