

SWOT Analysis



Ocean Conservancy - <https://oceanconservancy.org/>

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">- 900,000 + volunteers & members;- The organization helps formulate ocean policy at the federal and state government levels;- Founded in 1972;- Well developed website.	<ul style="list-style-type: none">- Depends on the donation and volunteer of other people and companies;- There are still many people who don't know about the website and projects to clean up the oceans;- The website does not show a way for people to contribute other than giving money;- Website doesn't show actions to educate people on how to use less plastic products.	<ul style="list-style-type: none">- Publicize the company and actions in social networks;- Partner with large companies and invest in TV advertisements so that more people know about the company and projects;- Show how people can help other way than donating money;- Create a educational page showing people how to use less plastic and products to substitute plastic.	<ul style="list-style-type: none">- People and companies stop donations;- Small no-profits companies get together and get better known and get more investments from companies and people.

Positioning

Nonprofit environmental advocacy group that helps formulate ocean policy at the federal and state government.

Primary Audience

Arctic, Aquaculture, Marine conservation activism, Trash-Free Seas, Gulf Restoration Fisheries, Marine Protected Area, Coast and Marine Spatial Planning.

Differentiators

It helps to change government policy instead of just creating cleanup solutions.

5 Gyres - <https://www.5gyres.org/>

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> - non-profit organization that focuses on reducing plastics pollution by focusing on primary research; - Was the first organization to research plastic pollution in all five main subtropical gyres; - The organization's 2015 Expedition was featured in the 2017 documentary "Smog of the Sea," produced by Jack Johnson; - Was first to discover that plastic microbeads were polluting our waterways and used that study to help forge a coalition that convinced companies like Procter & Gamble, Johnson & Johnson and L'Oreal to phase out plastic microbeads. 	<ul style="list-style-type: none"> - Depends on the donation of other people and companies; - There are still many people who don't know about the website and projects to clean up the oceans; - New company, founded in 2009; - Website information is a little bit confusing. 	<ul style="list-style-type: none"> - Partner with large companies and invest in TV advertisements so that more people know the website and projects; - Show how people can help other way than donating money; - Improve their website with better information architecture. 	<ul style="list-style-type: none"> - People and companies stop donations; - Small no-profits companies get together and get better known and get more investments from companies and people. - Government make laws against projects launched.

Positioning

Reduce plastics pollution by focusing on primary research and programs concentrate on science, education and adventure.

Primary Audience

Research and investigation of plastic pollution in all five main subtropical gyres.

Differentiators

5 Gyres developed a study that convinced companies like Procter & Gamble, Johnson & Johnson and L'Oreal to phase out plastic microbeads, what resulted on President Obama signed the Microbead-Free Waters Act into law at the end of 2015



4Oceans - <https://4ocean.com/>

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">- Sell bracelets made of recycled materials.;- The company promises to remove one pound of trash from the ocean and coastlines for each bracelet they sell;- 4ocean claims to have removed over 2,609,696 pounds of waste from the ocean	<ul style="list-style-type: none">- Depends on the donation/buy bracelets - of other people and companies;- New company, founded in 2017;- The bracelet that's sold, is not very beautiful or useful.	<ul style="list-style-type: none">-Partner with jewelry companie and create a beautiful and unique bracelet made of recycled plastic that people would want to buy;- Create more products to sell made by recycled plastic;- Expand for more cities and countries;- Show on the website products available to replace plastic products.	<ul style="list-style-type: none">- People stop buying the bracelets;- Government make laws against projects launched;-New company be created with better equipment to clean and offer better products to be sold online.

Positioning

The company promises to remove one pound of trash from the ocean and coastlines for each bracelet they sell.

Primary Audience

Clean the ocean and coastlines.

Differentiators

4Oceans utilizes latest technology to prevent, intercept, and remove trash from the ocean and coastlines, create full-time jobs for captains and crews that are cleaning the ocean and coastlines 24 hours a day, 7 days a week, Education & Awareness to educate individuals, corporations, and governments.



Leafware - <http://www.leafware.com/>

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">- Sell a unique product made from palm leaf;- Beautiful design;- Product can be discarded anywhere after used because it will disintegrate after few days without polluting;- Not a lot competitors for this product yet.	<ul style="list-style-type: none">- Website UX and design is not good;- High prices compared with other products made with plastic and paper;- Competitors are selling better on Amazon and have better rates;- Product is handcrafted;- Variety of products is limited.	<ul style="list-style-type: none">- Improve website;- Partner with restaurants and companies;- Invest on marketing;- Industrialize the manufacturing process to reduce costs;- Expand to more cities;	<ul style="list-style-type: none">- New competitors with better website and more extensive line of products;- Competitors partner with big companies and restaurants;- New products made with different products come up with better prices.

Positioning

The company products are made from naturally shed palm leaves with a mission to provide sustainable, natural products for the benefit of the planet. Offering choices to reduce society's impact on air, water, and soil now and for future generations.

Primary Audience

People and communities.

Differentiators

All products are handcrafted and 100% Natural and renewable.



Natural chic - <https://naturallychicb2b.com/>

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">- Have a great variety of products, and they are well designed;- Present in USA and Canada;- Not a lot competitors for this product yet;- Their website is better than competitors website.	<ul style="list-style-type: none">- They are more specialized to sell large quantities per order for companies;- The website can be improved (Name and brand);- They have 2 websites that look the same but one is for wholesale and other for individuals;	<ul style="list-style-type: none">- Improve website;- Partner with supermarkets, so individuals can have easy access to their products ;- Invest on marketing;- Expand to more countries;	<ul style="list-style-type: none">- New competitors with better website and more extensive line of products less cost;- Competitors partner with bigger companies and restaurants;- New products made with different products come up with better prices;- Big companies start their own line of friendly products.

Positioning

The company products are made to provide the better alternative to harmful and wasteful plastic, paper and foam dinnerware.

Primary Audience

Restaurants and caterers.

Differentiators

They focus more on business and large events, so they can reach out to more people.