

Fitbit, Inc.: Has The Company Outgrown Its Strategy?

Assignment Questions

1. What is competition like in the activity tracking industry? How strong is the competitive strength of buyers and suppliers? New entrants and substitute products? Rivalry among competing sellers? Prepare a Five Forces Model of Competition to support your conclusions.
2. How would you best describe Fitbit's competitive strategy?
3. Perform a SWOT analysis for Fitbit. What are the company's primary strengths and weaknesses? What external opportunities and threats exist?
4. Analyze the company's financial performance. Do trends suggest that its strategy is working?
5. What recommendations would you make to Fitbit management to address the most important strategic issues facing the company?