Weaknesses of Largest Competitor (HTC)

SAMPLE: HTC's higher end virtual reality product called Vive (which has materially lower resolution than Shark Virtual Reality technology), costs $499* and is targeted at PC gamers and not the movie industry. The Vive runs on Valve's Steam PC video game platform product. Valve was first released in 2016 (HTC was founded in 1997 in Taiwan and generates more than $4bn USD annually in revenue).

*HTC VIVE Virtual Reality System Price Source as of the publication of this business plan: https://www.amazon.com/HTC-VIVE-Virtual-Reality-System-pc/dp/B00VF5NT4I/

Strengths of Largest Competitor (HTC)

Sample strengths here of largest competitor.
<table>
<thead>
<tr>
<th>2nd Largest Competitor Description (Oculus (Facebook))</th>
<th>If you entered the description of your 2nd largest competitor in STEP 7 Inputs, then it will appear here.</th>
</tr>
</thead>
<tbody>
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<td>Sample description of 2nd largest competitor.</td>
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<td>3rd Largest Competitor Description (Sony)</td>
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<td>Sample description of 3rd largest competitor.</td>
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Sample weaknesses here of your 4th largest competitor.

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### 4th Largest Competitor Description (Microsoft)
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