

## STRENGTHS and WEAKNESSES of each competitor

Online Banking Apps	
STRENGTHS	<ul style="list-style-type: none"><li>- Can track direct deposit salary and other forms of deposited income</li><li>- Can track debit and credit card-based expenses</li><li>- Relatively easy to use for monitoring purposes</li><li>- Accessible with wifi/data connection</li><li>- Secure than most</li></ul>
WEAKNESSES	<ul style="list-style-type: none"><li>- Cannot track cash-based transactions</li><li>- Cannot create budget inside the app</li><li>- Apps are specific to one bank only</li><li>- Hassle to remember multiple usernames and passwords for each bank</li><li>- Hassle to retrieve info in case of forgotten user id or password</li></ul>

## Mint and other Personal Finance Apps

### STRENGTHS

- Great interface
- Intuitive
- Good for US users
- Can link most local financial accounts and some overseas ones
- Comprehensive financial management tools for tracking
  - Transactions
  - Accounts
  - Bills
  - Credit score
  - Loans
  - Mortgage
  - Investments
  - Insurance
  - Cash flow
- Has a budgeting tool
- Spending tracker chart
- Due date alerts

### WEAKNESSES

- Can't link most Philippine financial institutions (most probably other international banks as well)
- Doesn't detect different currencies per bank account
- Unfamiliar financial terminologies

## Pen and Paper

### STRENGTHS

- Familiar
- Hack-free

### WEAKNESSES

- Cannot automate anything
- Time- consuming
- Not accessible anywhere
- Bulky storage

# OPPORTUNITIES and THREATS in relation to Filo App

OPPORTUNITIES	<ul style="list-style-type: none"><li>- Cater to unique overseas Filipinos needs</li><li>- Prioritize Philippine banks and other PH financial institutions</li><li>- Automate income and expense tracking</li><li>- Make cash-based transaction input easier (ei. Data capture by photo)</li><li>- Include an in-app currency converter</li><li>- Seamlessly view of all bank accounts in one screen</li><li>- Include cash-on-hand option</li><li>- Explain financial terminologies</li><li>- One passcode to access all info</li></ul>
THREATS	<ul style="list-style-type: none"><li>- Security</li><li>- Access to bank's APIs</li><li>- Current technological state of Philippine banks and other financial institutions</li><li>- </li></ul>