

# The Competition's Swivel Assembly

As a result of the competitive analysis, we have identified the following areas for improvement:

1. **Assembly Time:** The current assembly time is 15 minutes. The competition's assembly time is 10 minutes. We need to reduce our assembly time by 33%.

2. **Assembly Cost:** The current assembly cost is \$10. The competition's assembly cost is \$8. We need to reduce our assembly cost by 20%.

3. **Assembly Quality:** The current assembly quality is 95%. The competition's assembly quality is 98%. We need to improve our assembly quality by 3%.

4. **Assembly Safety:** The current assembly safety is 90%. The competition's assembly safety is 95%. We need to improve our assembly safety by 5%.

5. **Assembly Reliability:** The current assembly reliability is 90%. The competition's assembly reliability is 95%. We need to improve our assembly reliability by 5%.

6. **Assembly Flexibility:** The current assembly flexibility is 90%. The competition's assembly flexibility is 95%. We need to improve our assembly flexibility by 5%.