

5 Market Research



SmartWay

5.1 Target Audiences

- business travellers
- tourists
- general public, citizens of bigger cities, mainly teenagers
- users of "To Do" apps

5.2 Market Value

Total Available Market

potential **300 mil.** users a month
(based on number of Google map users)

Revenue Generation

- getting a commission from stores for highlight in app

ad fee : £200/month/store)

(Average ad fee of competitors : £230/month/store)

ex. London : 914 stores × £200 = £182,800/month
UK: 2,708 stores × £200 = £541,600/month

5.2 Competitors

yelp	120,000,000 users/month
TripAdvisor	370,500,000 users/month
Google map	300,000,000+ users/month
Waze	50,000,000 users/month

- these however do not meet exactly same definition of market field as our application does, which makes our service really unique