

HW10-Team: Market Research

Instructions

Team Name and Number: Project 2

List all students who actively worked on this Assignment:

1. Name: Aishwarya Yatin Samel
2. Name: Neha Sadhasivareddy
3. Name: Sachin Kumar
4. Name: Shweta Gupta

Part 1: Competitive Analysis (1 point)

Using the Music App example (see Market Research slides), create a Competitive Analysis Table. Find as many competitors as you can and think what key features you need to compare.

NOTE: Include your app in the table.

Part 2: Market Sizing (1 point)

Using the Food Delivery Service example (see Market Research slides), conduct a simple market sizing (in \$), using assumptions. NOTE: Make sure to list all the assumptions.

Use Template on page 2. Page limit: two

Part 1: Table: Competitive Analysis

	HelpMeBuy	Facebook	Splitwise	Whatsapp Group
Base Price	Not Free	Free	Free	Free
App or Website	App	App & Website	App	App
Chatting Feature	Yes	Yes	No	Yes
Location Enabled	Yes	Yes	No	Yes
QR scanner	Yes	No	Yes	No
Payment Facility	Yes	No	Yes	No
Review Based	Yes	No	No	No
Security	Yes	No	Yes	No
Calling	Yes	Yes	No	Yes
Image sharing	Yes	Yes	Yes	Yes
Notable Features	Review based, Reliable, \$10 Referral Bonus, Payment options, Task specific app.	Not reliable, Mainly used for social connect.	Reliable, Secure, Only used to split charge, Needs another app to serve our purpose.	Not reliable, Mainly used to connect with people you know.

	Instagram	Telegram	Snapchat	WeChat
Base Price	Free	Free	Free	Free
App or Website	App & Website	App & Website	App	App
Chatting Feature	Yes	Yes	Yes	Yes
Location Enabled	Yes	Yes	Yes	Yes
QR scanner	No	No	No	No
Payment Facility	Yes	No	No	No
Review Based	Yes	No	No	No
Delivery Security	Yes	No	No	No
Calling	Yes	Yes	Yes	Yes
Image sharing	Yes	Yes	Yes	Yes
Notable Features	Not reliable, Mainly used for sharing lifestyle content	Not reliable, Mainly used for social connect.	Not reliable, Mainly used for sharing lifestyle content. No proof as the content sharing is volatile.	Not reliable, Mainly used to connect with people you know.

Part 2: Market Sizing

Assumptions: 1) Average commission = 12% 2) Scope is Boston area, Seattle area and Silicon Valley area for launch 3) Current students from all the campuses and some alumni students residing in the same community are the users of our app 4) 90% of international students use our app due to time and financial constraints in grocery shopping

Background: This app charges a fee for timely delivery of groceries which is much cheaper compared to online grocery delivery apps. There are also other features such as option for online payments and platform to review are integrated in this app. All these factors, contributes for the main source of revenue.

Potential People

Total no. of students joining Northeastern University (both undergrad and graduate programs) every year = 21,627 (Source: 1)

International students make up 33% of the student body (Source: 2)

No. of international students on the campus = 7,035 (Source: 2)

No. of U.S. students (not international) = 14,592

Assuming 90% of international students and 8.5 % of the U.S. students use our app

Total no. of students who will be using our app = 7600

Going to grocery habits

Based on our customer development interviews, 50% of the people go out for shopping once a week.

Total no. of people going for a grocery run per week = 3800

Average cost spent on grocery shopping = \$20

$3800 \times 20 = \$76,000$ grocery cost per week

Total no. of people going for a grocery run once in two weeks = 3800

Average cost spent on grocery shopping = \$30

$3800 \times 30 = \$114,000$ grocery cost per 2 weeks = \$57,000 grocery cost per week

Market Potential

Average fee = 12%

Amount spent by active users per week = \$133,000

$\$133,000 \times 0.12 = \$15,960$ in fees per week

Total Revenue: $\$15,960 \times 52 = \$829,920$ per year ~ 0.83 M per year

Sources:

[1] <https://facts.northeastern.edu/>

[2] <https://www.collegefactual.com/colleges/northeastern-university/student-life/international/#:~:text=An%20analysis%20of%20student%20visa,to%20approximately%207%2C035%20international%20students>

<https://www.websiteplanet.com/blog/best-chat-apps/>

[3] <https://www.tomsguide.com/best-picks/best-chat-apps>

[4] <https://www.digitaltrends.com/mobile/best-text-messaging-apps/>

[5] <https://www.androidauthority.com/best-messenger-apps-for-android-665859/>