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# Business and Market Analysis: Cred Fintech Company

## 1. Introduction

Cred is a leading fintech company in India, founded in 2018 by Kunal Shah. It caters to credit-worthy individuals, offering rewards and benefits on their credit card usage. This document analyses Cred's business and market landscape, highlighting key strengths, challenges, and future opportunities.

## 2. Business Overview

- **Mission:** To empower individuals with responsible credit card usage and unlock exclusive rewards.
- **Vision:** To become the go-to platform for credit card management and financial wellness in India.
- **Products/Services:**
  - Credit card bill tracking and management.
  - Exclusive rewards and offers on various categories like travel, dining, and entertainment.
  - Membership program with tiered benefits based on credit score.
  - Credit monitoring and insights.
- **Business Model:**
  - Free basic features like bill tracking and rewards discovery.
  - Premium membership offering additional benefits like concierge services, airport lounge access, and higher reward multipliers.
  - Revenue generated through partnerships with merchants for offering rewards and premium subscriptions.

## 3. Market Analysis

- **Target Market:** Credit-worthy individuals in India, primarily millennials and professionals aged 25-45 with high disposable income.
- **Market Size and Growth:** The Indian credit card market is expected to reach \$350 billion by 2026, with a CAGR of 22%.
- **Competition:** ZestMoney, Slice, Amazon Pay, Flipkart Pay, traditional banks' reward programs.
- **Regulatory Environment:** RBI regulations govern credit card operations and data privacy.

## 4. Strengths and Weaknesses

- **Strengths:**
  - Strong brand recognition and user base.
  - Unique value proposition with curated rewards and benefits.
  - Strong partnerships with leading merchants and brands.
  - Technological innovation and focus on user experience.
- **Weaknesses:**
  - Limited product offerings compared to some competitors.
  - Reliance on partnerships for reward acquisition, potentially impacting margins.
  - Vulnerability to economic downturns affecting credit card spending.
  - Potential regulatory changes impacting business model.

## 5. Opportunities and Threats

- **Opportunities:**
  - Expansion into new product categories like wealth management and insurance.
  - Leveraging data insights for personalized financial products and services.
  - Partnering with new merchants and expanding internationally.
  - Growing focus on financial literacy and inclusion in India.
- **Threats:**
  - Increased competition from established players and new entrants.
  - Economic slowdown impacting consumer spending and credit card usage.
  - Regulatory changes tightening data privacy and credit card norms.
  - Technological disruptions impacting the payments landscape.

## 6. Conclusion and Actionable Insights

Cred has established itself as a leading fintech player in India with a strong brand, loyal user base, and unique value proposition. However, the company faces competition and vulnerability to external factors. To maintain its growth, Cred should focus on:

- **Expanding product offerings:** Diversifying beyond rewards and credit management.
- **Data-driven personalization:** Tailoring offerings and rewards to individual needs.

- **Strategic partnerships:** Expanding merchant network and exploring international expansion.
- **Focus on financial inclusion:** Offering products and services for a wider audience.
- **Regulatory compliance:** Proactively adapting to changing regulations.

By addressing these points, Cred can continue to lead the Indian fintech market and achieve its vision of becoming a comprehensive financial wellness platform for credit-worthy individuals.

*Author: Ajinkya Salunke*

# Business Requirements Document (BRD) for Cred Fintech

## 1. Introduction

This Business Requirements Document (BRD) outlines the requirements for Cred, a leading fintech company in India, to further enhance its offerings and expand its market reach. The document identifies key business objectives, target audience, and specific requirements for proposed initiatives.

## 2. Business Objectives

- **Increase user base and engagement:** Attract new credit-worthy individuals and retain existing users through innovative features and value propositions.
- **Expand product portfolio:** Diversify beyond credit card management and rewards to offer a wider range of financial products and services.
- **Deepen partnerships:** Strengthen relationships with existing merchants and forge new partnerships to broaden reward options and user reach.
- **Boost revenue and profitability:** Explore new revenue streams and optimize existing models to ensure sustainable growth.
- **Enhance brand awareness and reputation:** Solidify Cred's position as a trusted financial partner and thought leader in the fintech industry.

## 3. Target Audience

- **Primary:** Credit-worthy individuals in India, aged 25-45, with high disposable income and an active credit card lifestyle.
- **Secondary:** Individuals with emerging credit history and growing financial aspirations.

## 4. Business Requirements

### Product and Features:

- Develop new financial products like investment tools, insurance plans, and credit monitoring services.
- Personalize rewards and benefits based on user preferences and spending habits.
- Integrate gamification elements to encourage engagement and loyalty.
- Offer financial literacy resources and educational content.

**Technology:**

- Upgrade the technology infrastructure to handle increased user base and data volume.
- Implement robust security measures to ensure data privacy and compliance.
- Develop AI-powered recommendation engines for personalized product suggestions.
- Enhance the mobile app experience with intuitive design and seamless functionality.
- Integrate open APIs for broader ecosystem partnerships.

**Marketing and Sales:**

- Launch targeted marketing campaigns on various channels to reach new user segments.
- Leverage influencer partnerships and brand collaborations to build brand awareness.
- Develop data-driven customer acquisition and retention strategies.
- Implement referral programs and loyalty initiatives to incentivize user engagement.
- Offer personalized communication and support to enhance customer experience.

**Operations and Support:**

- Streamline customer onboarding and account management processes.
- Implement efficient fraud detection and prevention mechanisms.
- Provide multi-channel customer support with prompt resolution of queries.
- Build a strong compliance framework to adhere to regulatory requirements.

## **5. Success Metrics**

- User growth rate, monthly active users (MAUs), and customer acquisition cost (CAC).
- Product adoption rate, engagement metrics, and average revenue per user (ARPU).
- Brand awareness, customer satisfaction score, and net promoter score (NPS).
- Revenue growth, profitability margin, and return on investment (ROI).

## **6. Conclusion**

This BRD serves as a roadmap for Cred's future growth and success. By implementing the outlined requirements, Cred can expand its offerings, attract new user segments, and solidify its position as a leading player in the Indian fintech landscape. Continuous

monitoring, evaluation, and adaptation based on market trends and user feedback will be crucial for achieving long-term business objectives.

*Author: Ajinkya Salunke*



# PRD: Investment Tracking Feature - Cred Fintech App

**Date & Version:** 2024-02-17, v1.0

**Product POC:** Ajinkya Salunke

**Design POC:** Lead Name XYZ

**Tech POC:** Tech Lead Name ABC

**Marketing POC:** Marketing Lead Name JKL

## 1. Why? (Objective):

- Increase user engagement and retention by providing a valuable tool for managing investment portfolios.
- Attract new users interested in investment tracking through the Cred platform.
- Expand product portfolio and generate new revenue streams through potential premium features or partnerships.
- Position Cred as a holistic financial platform catering to a wider range of financial needs.

## 2. How do we measure success?

- Number of users adopting the investment tracking feature.
- Frequency of feature usage and engagement metrics.
- User satisfaction and feedback on the feature's functionality and value.
- New user acquisition attributed to the investment tracking feature.
- Potential revenue generated through premium features or partnerships.

## 3. Who are the users:

- **Primary:** Existing Cred users with an interest in managing their investment portfolios.
- **Secondary:** New users seeking a user-friendly and integrated investment tracking platform.

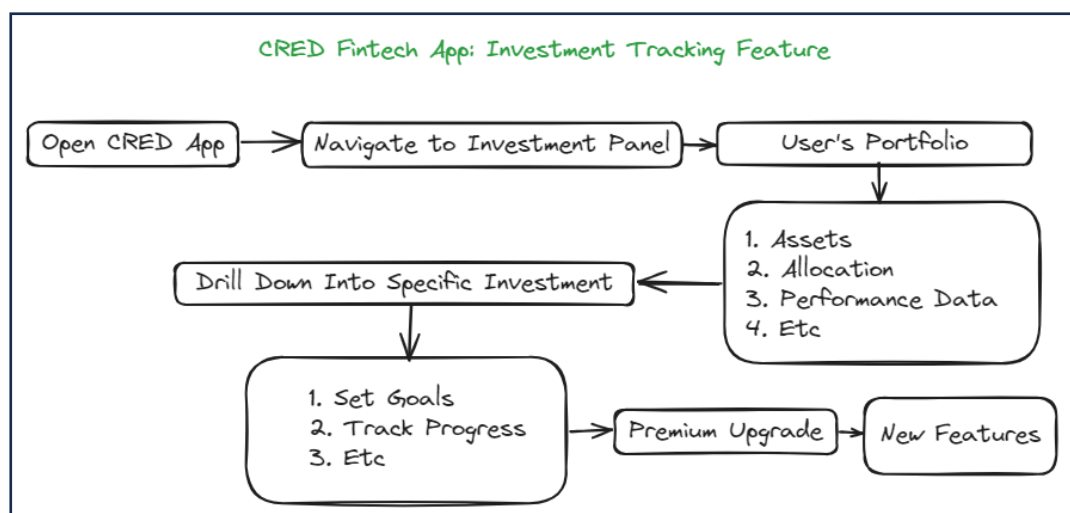
## 4. Solution:

The investment tracking feature will enable users to:

- **Connect:** Link investment accounts from various brokers and platforms (e.g., mutual funds, stocks, ETFs) for a consolidated view.
- **Track:** Monitor individual investment performance and overall portfolio value over time.
- **Analyse:** Access performance insights and market trends relevant to their holdings.
- **Plan:** Set financial goals and track progress towards achieving them (optional).
- **Learn:** Access educational resources and tools to make informed investment decisions.

## 5. Product Flow:

1. User opens the Cred app and navigates to the "Investments" section.
2. User connects their investment accounts through secure APIs.
3. The app displays a consolidated view of the user's portfolio, including asset allocation, performance data, and individual holdings.
4. Users can drill down into specific investments for detailed performance analysis and news.
5. Users can set goals, track progress, and access educational resources.
6. (Optional) Users can upgrade to a premium tier for additional features like personalized recommendations, robo-advisory services, or tax reporting tools.



6. Tentative Timelines:

Task	Date
Leadership approval	2024-02-23
Design ready	2024-03-15
Prototype testing	2024-03-29
Development starts	2024-04-10
Beta Launch	2024-06-01

7. Dependencies:

- **Infrastructure:** Secure API connections with various investment platforms, scalable backend infrastructure.
- **Budget:** Approval for development, design, and marketing costs.
- **Partnerships:** Collaboration with investment platforms for data access.
- **Internal:** Collaboration with tech, design, and marketing teams for seamless development and launch.

8. Related Documents:

- Tech planning document (to be created)
- Design planning document (to be created)
- Go to market planning document (to be created)