**Group 4 - ‘Web Application’ Idea Summary**

**Target Market**

We began this project by looking at who the target users would be for the website and we decided that they can be split into 3 distinct groups. Existing customers and blog readers, new customers and blog readers, and new local suppliers and business contacts. We felt that there wasn’t a specific demographic in terms of age or gender and that the above 3 groups would be made up from all sections of society.

**Why it should be developed**

We believe our application should be developed because

**Main Innovation**