**4** **Project Beneﬁciaries [Target Population]**

**4.1 Who will beneﬁt from the project, and how will they beneﬁt?**

Direct beneﬁciaries of the project are the target groups of entrepreneur and general people as well as the loan taker that will participate in the System. Indirect beneﬁciaries of the project such as Life insurance proceeds are considered tax-free to the beneﬁciary and are not reported as gross income. However, The new application system targets people of all aspects who are associated with Bank. Nowadays people of all occupations need a bank account for saving their money. Even a student who is under 18 can open a bank account with his identity card.

Besides the bank provide attractive promotional offers for their clients. Users don't need to go to bank instead of using the new developed System. Users can chat with the information officers through the System by which he can be able to get tips about his problem.

**4.2 How did and how will target groups participate in the project?**

Target group analysis is a document identifying target groups and their needs. Project target groups represent a subset of project stakeholders . The aim of preparing the analysis is to understand the actual needs of the target groups, the problems they deal with; the analysis justiﬁes the meaningfulness of the project. Preparing the target group analysis enables to set up project activities so that they suit the target groups as much as possible. A detailed analysis increases the quality of the project and decreases the risk that target groups will not be interested in the project.

The Way users get benefit:

1. As there is One App, Many Solutions the users accesses banking facilities at ease.

2. The procedure of app is Time Saving and Cost Effective

3. Easy and Faster Transactions

4. 24/7 Access of online banking provides advantage to user.

5. Users Can Login to the System from Anywhere.