

QUICKBOOKS.COM

AIM : To develop a website that would allow for the exchange of used books .

VISION : To establish my platform as a reliable middleman .

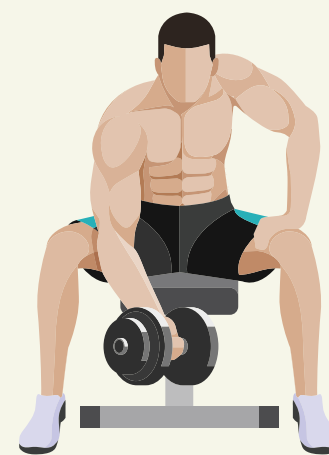
MISSION : To encourage and promote the usage of used books as a means of cost-saving and waste prevention .



TEAM

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SWOT ANALYSIS :



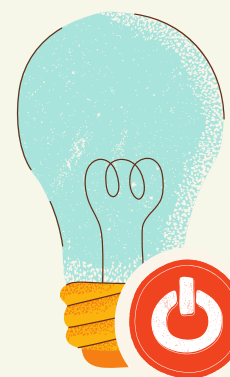
Strength :

Huge market audience connects seller and buyer; easy to access .



Weakness :

Competitive market with low exposure .



Oppurtunities : Public to built .



Threats : Negative pricing rivalry between competing websites .
Initial reputation is not always reliable .

