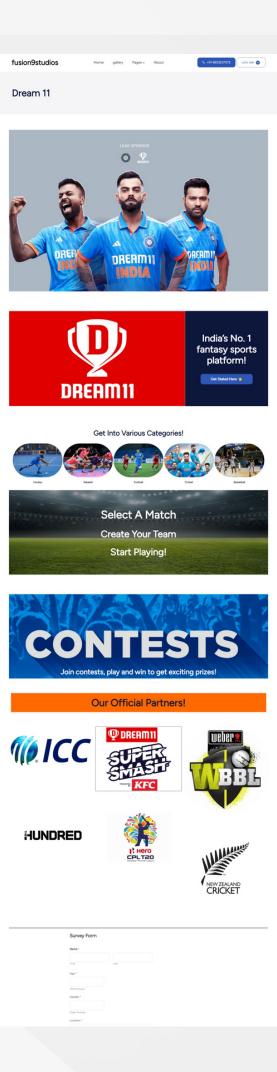# STEP 1

WEBPAGE LINK & SCREENSHOT

https://fusion9studios.com/index.php/dream-11/

Screenshot provided here ➡

STEP 2
A BRIEF EXPLANATION OF TARGET AUDIENCE

Dream11 is a fantasy sports platform, primarily focused on cricket, football, and other sports. When identifying target audience based on age, gender, location, and interests, it can separately follows:

1. **Age**:
   - Individuals aged 18 and above because for one reason they must be of legal gambling age to participate in paid contests. So from 20-40 age group are more likely our target audience.

2. **Gender**:
   - A specific gender target is not possible; it is accessible to individuals of all genders. However, considering diff. kinds of sports is considered at diff. places, it may naturally attract a diverse audience. But if we see a large amount of audience are male.

3. **Location**:
   - It is available in whole world, including India, where cricket is extremely popular, as well as other nations with a strong interest in sports like football. Therefore, its target audience is geographically diverse, but it tends to perform especially well in cricket-loving regions like India vast audience.

4. **Interests**:
   - Dream11's target audience includes sports enthusiasts, particularly those interested in cricket and football. Individuals who enjoy analyzing player statistics, predicting match outcomes, and competing with others in fantasy sports contests are target audience.
   - Additionally, Dream11 targets fans who have a passion for their favorite teams and players and want to engage with sports in a more interactive way.
   - Some users also have a gambling interest, as they can participate in paid contests to win prizes.

STEP 3
STRENGTH & WEAKNESSES

- Some of the competitors in the industry are - **MyTeam11**, **Yahoo Fantasy Sports**, **BalleBaazi**, **Halaplay** etc.

- Strength and weaknesses of Dream 11vas compared toothers are :-

Strength

- **Market Leader in India**
- **Variety of Sports**
- **Large Prize Pools**
- **Innovative Features such as player statistics, live scoring, and various contest formats, making the platform engaging for users.**

Weaknesses

- **Dependency on Cricket only**
- **Regulatory Challenges including concerns about gambling and legality of paid contests.**
- **slowdown in user activity impact its revenue**
- **Acquiring and retaining users for long term required significant marketing and promotional expenditures, which could impact profitability.**

THANK YOU

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