

# Opportunity Assessment – Scouse Daxie

Importance vs Feasibility

Opportunity	Importance	Viability/Feasibility
Establish the first Liverpool centric Dachshund social brand	5	5
Build a loyal base of users to attract businesses	5	2
Create revenue generating events	1	1
Create an on-site store	1	1
Provide product advice/reviews	3	2
Provide dog-friendly venue recommendations	4	3
Provide advice to venues on how to become dog-friendly	4	4
Provide some basic training tips	5	3
Provide some reviews for 3 <sup>rd</sup> party training options	3	2
Utilise social media to engage users with the brand and each other	5	5
Utilise user's expertise to provide future content for the brand	5	4
Reduce reliance on social media platforms where practicable to ensure maximum site usage	3	1

