**16. Developing Strategy:**

The product will be developed in various stages. After each stage is complete, it will undergo various tests before proceeding to the next stage.

Seed stage: In this stage, the bare shell of the software will be developed. We will produce a few versions of the software and decide which will work best

Startup stage: Once the basic look of the software has been completed, this stage is where we will start implementing different features for our user interface.

Development stage and product launch: This is where all of the fine-tuning will be done. We will let the customers take a look at the software and make final comments. We will make final adjustments as the customer requests.

**17. Barriers:**

There will be many barriers our development team will face when entering the market. Our barriers are as follows:

* Accessing a data base that holds record of all printed books
* Getting the customer to use our new software over software that has been around for a longer period of time
* Developing the technology to scan the books into the data base

**18. Critical Risks:**

When developing new software, there is always the need to minimize risks. One such risk is for us to use a function of another product that has a patent on that particular function. We must overcome this barrier and make adjustments if necessary.

Our company will have to spend almost as much time advertising our product as developing it. It will be a task to get customers to switch to our product from the existing software on the market. It is our job to show what sets us apart from our competitors. We will stand by our promises and give support where needed.