**PROJECT FEASIBILITY**

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**Author:**

**Date:**

**Revision history**

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| **Version** | **Date** | **Author** | **Notes** |
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# PROJECT SWOT

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| **S(STRENGTHS)**  **- In Vietnam this is a new business, it creates a surprise factor**  **- Because it’s a new business so VINASWAP can be ahead in the business**  **- This is a free service for people in need and it helps people to have what they need without causing much money**  **-Based on this new creative idea, VINASWAP doesn’t have a lot of competitors**  **- Bartering is flexibility**  **- Saving money**  **- It includes the swapping service among members** | **W(WEAKNESS)**  **- The business process still vague**  **- It can be challenge to change user’s minds because it builds on trust**  **- Lack of experiences in this business field**  **- the perceived value of an item may vary from person to person, lack of consistency means traders are vulnerable to overpaying or being underpaid.** |
| **O(OPPORTUNITIES)**  **- This could be a great places for other business to marketing theirs**  **- Business opportunities are big because there’s not many competitor in this business so it can create huge amount of users**  **- VINASWAP could be the biggest Swap and Bartering site in Vietnam**  **- It can turn into a great social place for people to be involved in**  **- People can build trust relationship and friendship through this site**  **- VINASWAP could be the trend in this business** | **T(THREATs)**.  **- Since this is a new and bold startup project, it can be a threat that people don’t enjoy using the service due to trusting issues.**  **- Other people can start the same business**  **- Because it’s free so the cost to run the site and app can be a challenge**  **- May overestimate the value of the desired item and underestimate the. As a result, the other party could exploit it.** |

# CRAIGSLIST SWOT

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| **S(STRENGTHS)**   * **In the market for a long time so Craigslist is a trusted brand** * **Widely known** * **Use by many people** * **high growth rate** | **W(WEAKNESS)**   * **Not safe** * **Lack of user information** * **Not very intuitive** |
| **O(OPPORTUNITIES)**   * **global markets** * **new markets** * **growing demand** * **Increasing the venue by order magnitude** | **T(THREATs)**.   * **Safety problems** * **Lack of adaptability** * **More competitors nowadays** |

# BUSINESS MODEL

* [Vinaswap business model](file:///C:\Users\user\Downloads\VinaSwap%20Business%20Model.pdf)