Currency Exchange

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Macro Marketing Challenges

Macro SWOT Analysis

Segmentation

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# Macro Marketing Challenges

**Year 1:**

What are we going to do, how much of it are we going to do, when will we do it by.

* + Aquire 1,000 users by the end of our first year of operation.
  + Establish a 20,000 daily volume within first 12 months of doing business.
  + Establish a presence on Facebook and Twitter and have at least 1,000 followers by within 6 months of operation.
  + Get listed on the bitcoin exchange within 12 months of operation.

**Year 2:**

* + Increase user base by end of year
  + increase volume by end of year
  + increase follows
  + Sign up 100 vendors who except bitcoin as payment by year end

**Year 3:**

* + Increase user base by end of year
  + account for 25% total volume by end of year
  + increase follows
  + Sign up additional 100 vendors who except bitcoin as payment by year end

# Macro SWOT

Aquire 1,000 users by the end of our first year of operation.

|  |  |
| --- | --- |
| **Strengths** | **Opportunities** |
| * Things we are * We are located in New York. * Small firm with low overhead | * If we do this then this might happen * If we get some customers we will make money |
| **Weaknesses** | **Threats** |
| * Things we are not * Have no experience running an exchange | * If this happens then this might happen * If government change there view of bitcoin the market could collapse |

**Strengths**:

Rational for Strength

**Weaknesses:**

Rational for Weaknesses

**Opportunities:**

Rational for Opportunities

**Threats:**

Rational for Threats

Establish a 20,000 daily volume within first 12 months of doing business.

|  |  |
| --- | --- |
| **Strengths** | **Opportunities** |
| * Located in the financial capital of the country * Surrounded by businesses * Located in an international city | * If we do this then this might happen * If we get some international customers we can capitalize on the fact that international Bitcoin transfers are cheap |
| **Weaknesses** | **Threats** |
| * Things we are not * Established in other countries | * If this happens then this might happen * Heavily regulate Crypto currencies the cost of compliance will increase the cost of operating the exchange |

**Strengths**:

Rational for Strength

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Establish a presence on Facebook and Twitter and have at least 1,000 followers by within 6 months of operation.

|  |  |
| --- | --- |
| **Strengths** | **Opportunities** |
| * Things we are * Internet based company | * If we do this then this might happen * If we can be the first to reach new Bitcoin users and give them a good experience we can create loyal customers |
| **Weaknesses** | **Threats** |
| * Things we are not * We do not have an established following to tap into | * If this happens then this might happen * If user have a bad experience they may reject Bitcoin. |

**Strengths**:

Rational for Strength

**Weaknesses:**

Rational for Weaknesses

**Opportunities:**

Rational for Opportunities

**Threats:**

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# Segmentation

**Macro Segment 1**

People who want to eat healthy

**Micro Segment 1: Millennials**

***Demographics***

* Male or Female
* Ages 18 to 35
* Median income: $35,000

***Psychographics***

* Belong to a gym
* Read magazines like vogue

***Technographics***

* Cord cutters
* Use mobile pay via smartphone where accepted

***Position Statement***

Company Statement regarding this micro segment

***Micro Challenge***

What we do, how much we do, when we do by

***Micro SWOT Analysis***

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**Micro Segment 2: Professionals**

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# References

Reference 1

End of draft