**Market Analysis**

**Demographics and Segmentation:**

**Town**  **Khilgaon Gulshan**

**Market value** 20 lakh BDT 8 lakh BDT

**Potential** more than 100 more than 1000

**customers** Restaurants/offices Restaurants/offices

**Competitions** almost 3/4competitors more than 70 competitors

Gulshan looks more competitive than khilgaon.After being a lot of potential customers in Gulshan,we are targeting khilgaon because of its less competitors than Gulshan.There are probably 3/4 competitors in Khilgaon Whearase Gulshan has more than 70 competitors.

**“Space IT”** is one of our Khilgaon competitors.They have also 5 star ratings.

**Target Market:**

Our target market is standard level of restaurants/offices.Besides the users of electronics devices are also our customer.Both types of customers density is excessive here that’s why we choose khilgaon as our target market.

**Barriers to Entry:**

We may face two types of barriers to entry in this business.

Those are…

1.**Investment**(For a successful business we need to invest a big amount where its necessary.Otherwise it will become a barrier of our business)

2**.Competitors**(There is a huge competitions in this sector .Our competitors can be our barriers to enter in this business)

**Growth/loss/profit analysis:**

IT Sectors are developing day by day.Everything is going to under the control of technology.

So in this sector there is a very less amount of chances to loss and high chances to get profit.Previouse record shows that the growth of profit is increasing very rapidly every year.So we can hope to have a good profit in this sector.

**Government Regulations:**

Government has restricted some kind of business in our country which is related to violence,illegal product or policy and Tax evasion,Execive profit e.t.c. As our business is society helpful business,its not related with this types of terms and condition.

**Customer satisfaction survey Questionnaire**

1. **Is this service is helpful for society to move forward?**

**Ans :**

1. **What can we do for you in improvement place?**

**Ans :**

1. **Are you interested to use it in further?**

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| --- | --- | --- | --- | --- | --- |
| **Strongly**  **Agree** | **Agree** | | **Neutral** | **Disagree** | **Strongly**  **Disagree** |
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**Ans :**

1. **Here is no chance to face problem like carry away.**
2. **We need more outlet.**
3. **We need more features in our apps.**
4. **By sharing it you can also contribute in social help.**
5. **One of the best service in IT sector, we are providing.**
6. **It’s a totally new idea.**
7. **Service charge is budget friendly.**
8. **What about your thinking in our discount offer?**

**Ans :**