**Project Proposal**

Group A

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**Overview**

*This document is submitted in partial fulfillment of the Business Application Development module 2018 delivered by Manuel Tova-Izquierdo.*

# Initial Market Analysis

## Scale of the market

This is a website for people over the age of 65 (OAPs). The number of OAPs in Ireland is over 600,000. Of this amount 26.7% are living alone. In 2016, this number increased by over 100,000 from previous censuses, so it’s an ever growing number of people. (Central Statistics Office, 2016) (RTE, 2017) The main audience would be the OAPs living alone, while the secondary market would be other OAPs.

## Influences

### Threat of New Entry

As the number of OAPs is ever increasing, the timing of introducing the product will not be an issue. As with the “newer” OAPs coming into 65th birthday knowing about websites and computers, the knowledge of them knowing how to operate a computer and navigate through a website will increasingly not be an issue.

### Supplier Power

The website that is being created is a meta-searching website. Suppliers of information would be the likes of the Heath Service Executive, event organisers, GPs, home health services. This are always in demand with new companies being created at a regular pace. As a result, the supplier power would be ever growing. The meta-searching website that is being created is unique, as there is no searching websites for OAPs.

### Competitive Rivalry

There are currently no known competitors to the meta-search website that is being created. Customer loyalty is not an issue either, as customer with the likes of the HSE would not need to create a new account with the meta-searching website. There would be no costs involved for customers at the stage.

## Segmentation

The meta-searching website that is being created wold be used along official websites. It would bring all relevant websites that the customer requires to one web location.

## Additional information

The meta-searching website would be a new product incorporating already established companies. The demand for using the meta-searching website could fluctuate if there was a crisis with the HSE or other partner. This could damage the amount of people using the meta-searching website.

The OAPs currently do not have a meta-searching website to search companies and services they require. The OAPs, friends or their family need to do the searching for these, which could take up valuable time and cause stress to the OAP. There are services for OAPs provided by the HSE, but no meta-searching websites. (Alone, n.d.) (Health Service Executive, n.d.) (Health Services Executive, n.d.)

**[60% marks]**

# Product Proposal

The group is developing a meta searching site specifically for the Home Health industry because there is no website or service that does this currently.

The aim of the website is to assist in eliciting information, which is provided from a variety number of Home Health and disability websites in this domain, to assist in providing the what the customer or client would consider the best service. The website will be updated often from the providers.

The website will have login features for Companies, Admin (website management) and for Customers who, for example, which to save their searches or related information.

As a result of the government proposing to request Customers to contribute some money towards these services, a donation page will also be included.

**[40% marks]**

# References

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