**Lost & Found**

**Market Plan**

**2017-2020**

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1. Situation Analysis

1.0. Customer Analysis

* Age
  + Services: +16
  + Browsing: no restrictions
  + Commenting and sharing contents: no restrictions
* Gender
  + Male
  + Female
* Education level
  + At least can read and write and use a computer
* Marital status
  + Married
  + Single
  + Others
* Religion
  + all
* Social Class
  + Finding and posting about people
    - Class A
    - Class B
    - Class C
  + Finding and posting about pets or items
    - Class A
    - Class B
* Personality Characteristics
  + Helpful
  + Honest
  + Sociable
* Income
  + Finding and posting about people
    - Below average and more
  + Finding and posting about pets and items
    - Average and more

1.1. Competitors analysis

* itsFound
  + Corporation targeted software for finding lost items inside corporations
* KashFound
  + Region targeted mobile application for announcing about missing items
* Social media
  + For example Facebook groups and pages, depends on volunteering
* Pet tracking tags
  + Pet tracking hardware

2. SWOT Analysis

2.0. Strengths

* Centralized
* Managed
* Frequently updated
* Utilizes people power by volunteering work
* Bleeding edge technologies for matching
* Secured
* User friendly
* Cross platform (web and mobile)
* Availability
* First of its kind

2.1. Weaknesses

* Lack of support
* Lack of experience
* Unofficial organization
* No stable revenue stream

2.2. Opportunities

* Extensive use of Internet
* Availability of Mobile devices and Internet connections
* Increased rate of kidnapping, robbery and theft
* First in the field to approach this problem in a systematic way

2.3. Threats

* Country Culture
* People characteristics
* Lack of trust