## External Factors

1. Legal-

* Choosing a unique name/icon for the application to prevent infringe of any trademarks
* Google Play Developer Distribution Agreement (<https://play.google.com/about/developer-distribution-agreement.html>)
* Check Plagiarism and Referencing copied codes correctly to prevent any copyright infringement.

1. Technology – (I think this fall under Internal factors //not 100% sure)

* Minimum Requirements of the app (example - the OS required)

1. Target Market (Consumers) –

* The students / staff of NSBM -(estimated size – 95% of the Consumers)
* Outside parties

1. Opportunities –

* There’s no existing application used in NSBM.
* The existing problems of accessing the LMS.

1. Threats –

* Not having any applications used in NSBM (hence no measurement bar to compare our app)

/\* PS - <http://www.lgc.org/wordpress/wp-content/uploads/2015/12/Feasibility-Analaysis-Workbook.pdf> \*/