



Qwant

Qwant is an **internet search engine**

Launch date: 2013

Concept: **do not track users, do not sell personal data** and display **neutral results**

Open source software recommended by the **French government**
(as part of the overall modernization of its information systems)



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Turnover : 5 millions € (2018)
Employees : ~250

Moteur	Tous appareils	Desktop	Mobile
Google	83,10%	88,99	78,18%
Bing	13,47%	5,44%	19,64%
Yahoo	1,04%	1,91%	0,47%
DuckDuckGo	0,78%	0,56%	0,93%
Qwant	0,64%	1,51%	0,12%

SUMMARY

PURPOSES OF STRATEGIC OBJECTIVES

ENVIRONMENTS IMPACT ON COMPANIES' OPPORTUNITIES

QWANT VS MAIN COMPETITORS

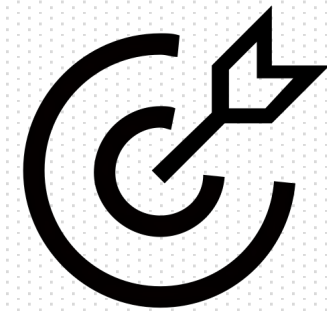
FOUR TYPES OF OPPORTUNITIES

THREE STRATEGIC OPPORTUNITIES FOR QWANT

FIVE SELF-ASSESSMENT QUESTIONS APPLIED TO QWANT

THE MOST VIABLE OPPORTUNITY

- Embody the **organization's goals and future view** (vision) in order to guide it in the **wanted direction**
- Sets the **organization's course** ahead
- **Top managers'** responsibility (communication & execution)
- Strategic objectives provides **guidelines**



A BUSINESS SHOULD :

- Engage in specific activities that will perform a socially and economically useful function
- Develop an organization to carry on the business and implement its strategies
- Earn enough profit to survive

The purpose of these objectives are to clarify for everyone involved within the organization what to aim and work for, to avoid ineffectivity and costs related to it.

STRENGTHS AND WEAKNESSES

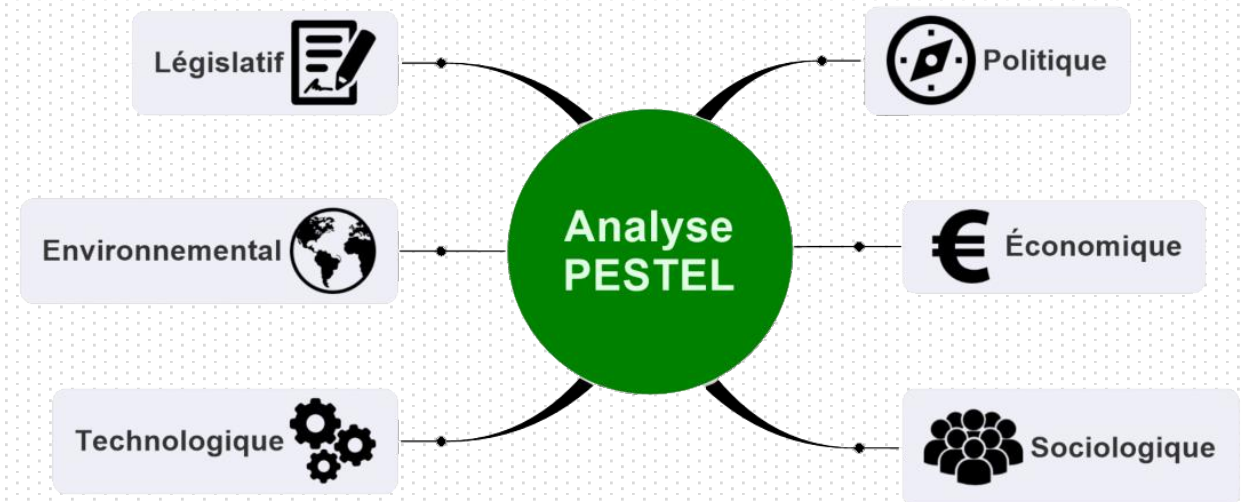
- Opportunities created by using its competitive advantages and strengths
- Monetary capital unlocks the ability to enter new markets
- Production ability

COMPETITIVE ENVIRONMENT

Identifying a broad set of potential competitors helps **marketing managers** understand the different ways customers are currently meeting needs and **sometimes points to new opportunities**

The **external environment** of a company has a significant influence on its activity. This obviously depends on the area in which the company operates.

For example, **technological change** opens up many **new opportunities**, but it also poses **challenges** for marketers. Consumers in the same country usually share a common **political environment**, but it can also affect opportunities at a local or international level. The **legal environment** may severely limit some choices, but changes in laws and how they are interpreted also create new opportunities.



QWANT VS MAIN COMPETITORS



	Qwant	Google's Strengths (+) and Weaknesses (-)	DuckDuckGo's Strengths (+) and Weaknesses (-)
Target Markets	Internet users attentive to privacy	Internet users in general (+)	Internet users attentive to privacy (+)
Product	Search engine	Search engine + and many other internet services (+)	Search engine (+)
Place	Everywhere (internet)	Everywhere (internet)	Everywhere (internet)
Promotion	Recommended by the FR gov (+) and presence in press (+). Not enough public ads (-)	Very little advertising because the brand is extremely well known (+)	None (-)
Price	Free (+)	Free (so you are the product) (+/-)	Free (+)
(Potential) Competitive Advantage Barriers	Privacy (+). Small marketshare (-)	Monopol, a lot of services (ecosystem) and the best ranking system. (+) But uses your private datas (-)	Same as Qwant
Likely Response (s)	Improve accuracy & more communication	Work on private concerns, in order to keep the market's lead	Same as Qwant

MATCH UNNEEDED RESOURCES TO UNMET NEEDS

- > Turn adversity into competitive advantage.
- > Capitalizing on adversity

(finding solutions in unlikely places: resources that nobody seem to need, people and partners who don't fit the usual picture, small answers to big dilemmas, and multidimensional platforms that transcend narrowly defined products)

ROUND UP UNUSUAL SUSPECTS

Adversity is also characterized by **missing or inadequate elements** at critical points in the business system.

Entrepreneurs who can creatively identify unlikely are able to get a leg up.

FIND SMALL SOLUTIONS TO BIG PROBLEMS

Don't changing everything. In big problems, there is also tiny cracks that can be a point of break.

Small innovations can be huge.

For example, tiny things are more affordable for the company and for the final customer.

THINK PLATFORM, NOT JUST PRODUCT

Companies can invest in a metasolution that can address several unmet needs simultaneously. It can works either in multiple market segments or in various product markets.

Grow beyond the initial point of entry.

The potential depends on the capacity to enhance the business model at three possible points: customer value, cost management, and growth- vector creation.

1. COMMUNICATION

Qwant should focus its communication on data protection.

2. PERFORMANCE

One of Qwant's biggest flaws is its lack of performance in displaying search results. Its referencing algorithm needs to be improved and must rely on much higher computing powers. Indeed, it is necessary, to be able to display 10-15 million queries in 5000 milliseconds to be efficient.

3. WORK WITH GOVERNMENT

Qwant must continue to build partnerships with the governments of the countries in which they operate. In fact, international development is important. This makes it possible to provide local authorities, departments or schools with the search engine (and thus increase the number of simultaneous users)

1.

The only real need in the Internet navigation market is quite recent : it is the protection of private data. This trend, which dates back a maximum of 3 or 4 years, is fuelled by international scandals such as the "Cambridge Analytics" which concerned Facebook in 2016.

2.

There is no such thing. Qwant is mobilizing all its resources to gain maximum market share. In this sense, several teams work on different subjects: technical, communication, public relations, ...

3.

There is none.

4.

This minimum change required is to accept to have a less efficient referencing, but in return to have a protection of his privacy.

The main change likely would be the improvement of referencing. Qwant is currently working on this subject, using the computing power of the Microsoft cloud.

5.

Yes, this is Qwant's strategy via services such as Qwant Junior (child-friendly search engine) or Qwant Maps (offering a map that does not record your movements)

Performance is the most important opportunity for Qwant. Indeed, with the arrival of extremely **fast wireless technologies** at a speed of several gigas per second (*fiber network, 5G,...*); the speed and performance of a website is very important for users. Many studies have shown, for example, that the longer a web page takes to load, the fewer visitors it receives.

The correlation between speed, performance and retention is crucial.



