



ZOHO DRIVE

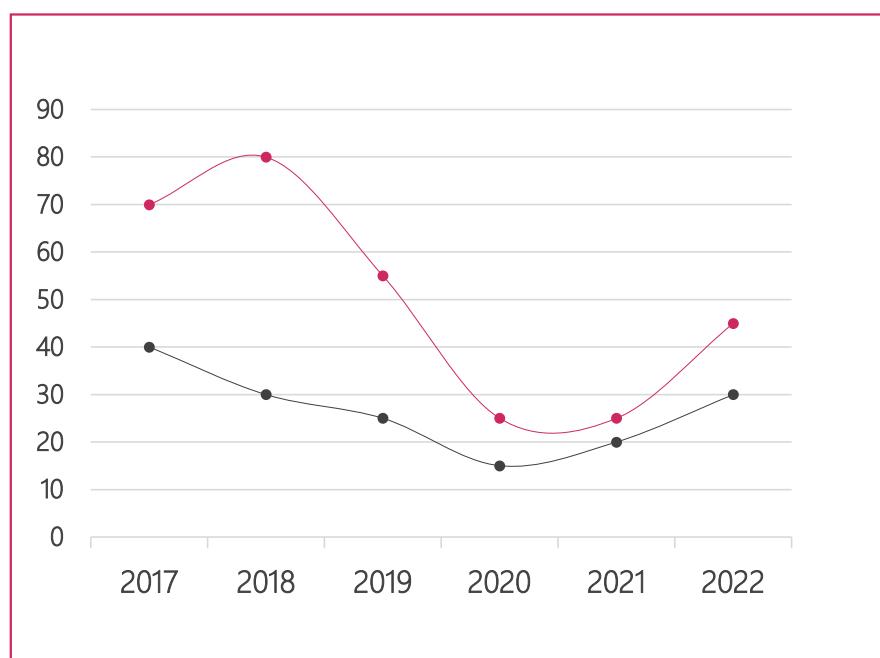
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MARKET RESEARCH



USERS



The market for online storage platforms is growing quickly because more and more people want easy-to-use and safe ways to store data. With the rise of remote work and the need to work together on projects and files, both businesses and individuals are looking for online storage solutions that are dependable and customizable



Drive Users

85%

A big part of this expansion may be attributed to the rising popularity of cloud-based data storage services, as well as the growth of internet and mobile phone usage.



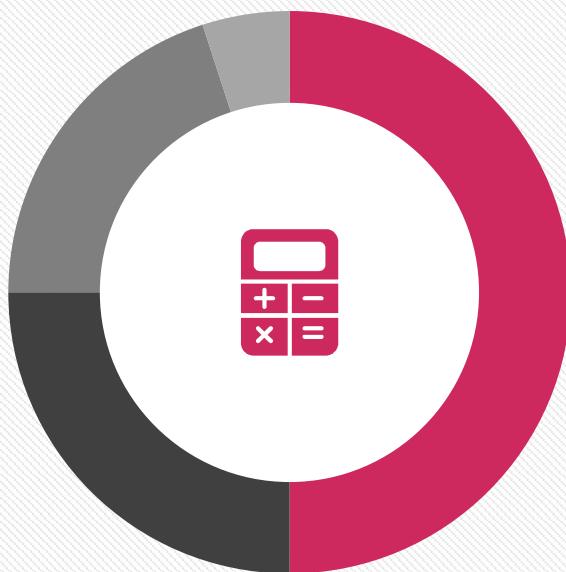
Mobile Phone Users

94%

Thus, Zoho Drive has a fantastic chance to join the market for online storage systems and take a large share of the marketplace due to its unique set of features and offering.



COMPETITION ANALYSIS



Zoho Drive provides more storage capacity for less cost than many of its competitors, making it a more economical alternative for customers to store, access, and collaborate on their files.



Dropbox, Google Drive, Microsoft OneDrive, and iCloud are among the most prominent leaders in the cloud storage industry as they created their brand recognition with significant resources to many of the online devices.



There is an opportunity for Zoho Drive to develop additional integrations with improved interfaces and user experiences as the market expands and new technologies are launched. This has the potential to provide a challenge to both emerging and established companies.



KEY DIFFERENCES



Advanced Security &
Privacy features



Integration for
sensitive data and
new capabilities



Advanced
Collaboration



Customizable
Workspace with
folder structure



Emphasize the unique
features and provide
competitive advantage over
other storage platforms like
productivity tools. Key focus
on security and Privacy.



Increase flexibility and
customization to
meet specific needs
for users.



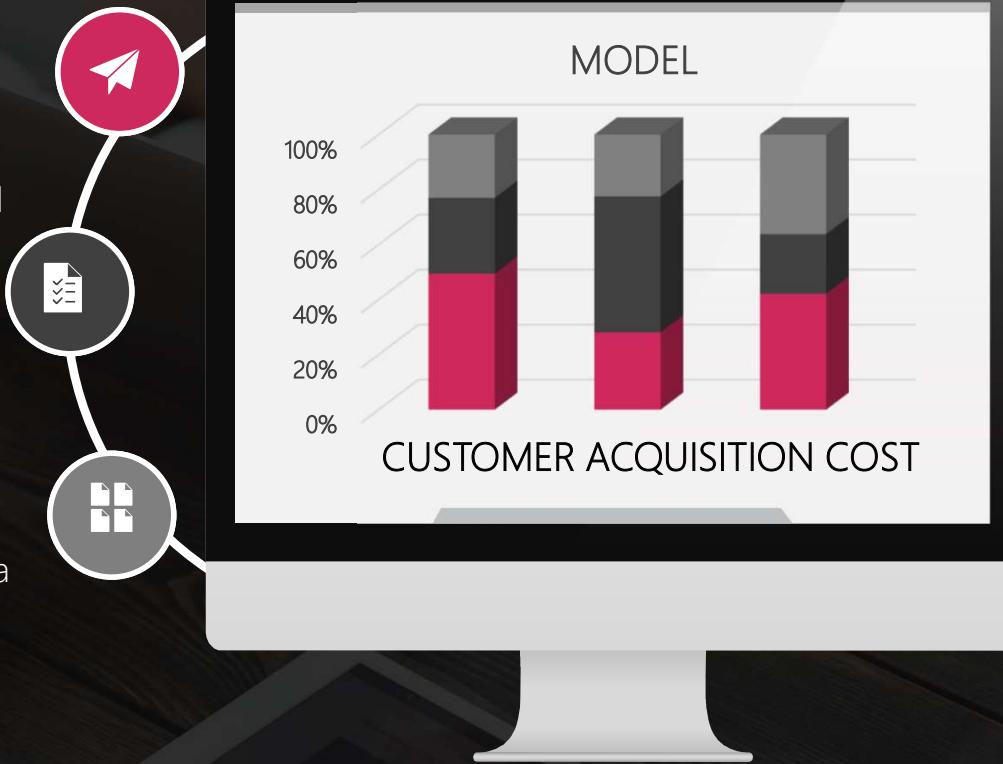
FINANCIAL MODEL

Development Cost-The costs that are connected with designing, creating, and testing the product. In addition the marketing charges will also be included that are linked with the product.

Operating Expenses-These are the continuing costs associated with operating a company, and include things like the cost of hosting and infrastructure and the expenses associated with providing customer service as well as employee salaries and benefits.

Launch Cost-Expenses incurred in the marketing and promotion of the launch of Zoho Drive such as advertising, public relations and sales,marketing expenses

Revenue-This includes any extra revenue that may be generated via premium features or other monetization techniques, in addition to the revenue that is anticipated to be generated from the sale of Zoho Drive subscriptions.





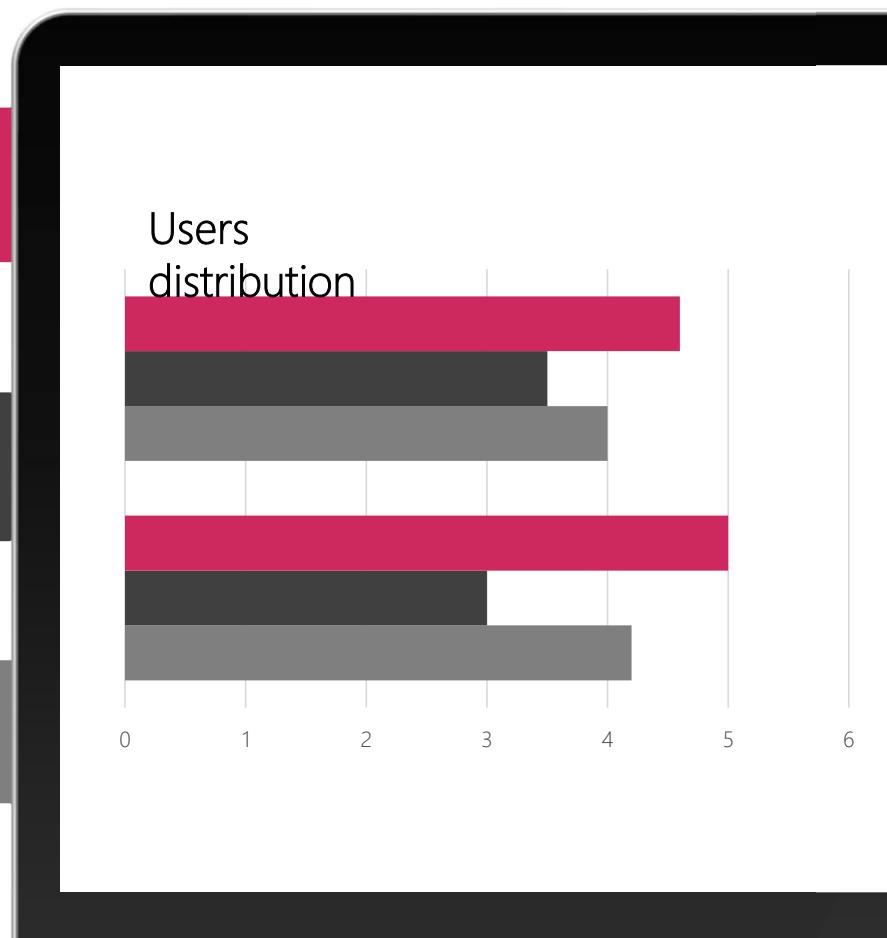
GOOGLE
DRIVE



DROPBOX



I CLOUD



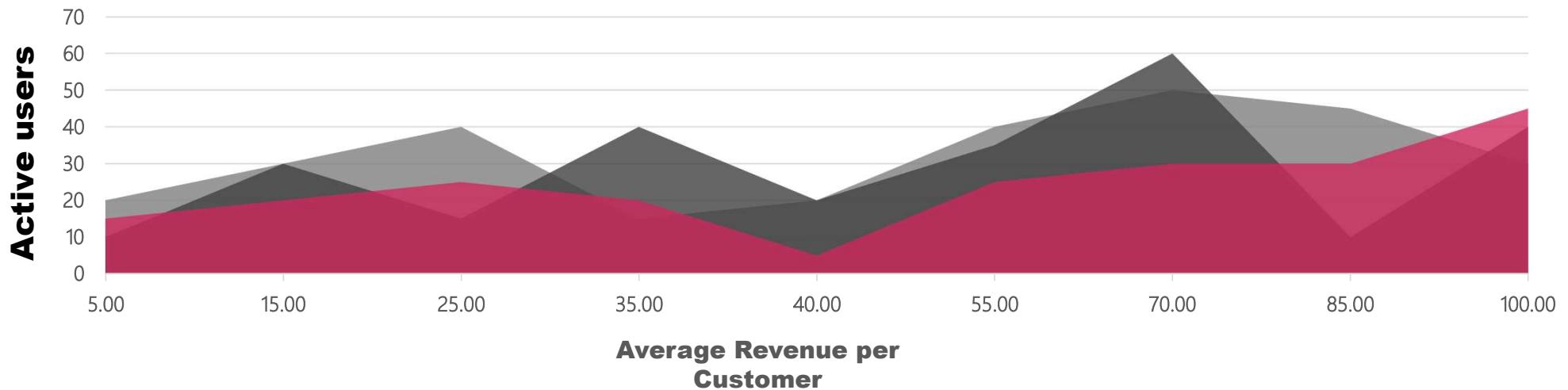
MAIN ASPECT

- When doing this analysis and interpreting this statistics, we have come to the conclusion that Google Drive has a greater percentage of users than other services had after they were made available to the public.
- We may make the provisional observation that a significant number of Android users have set their default drive to be Google while they are signed into their phones.

DASHBOARD

7

- To track this data and maintain continually we need to use certain metrics that are associated:

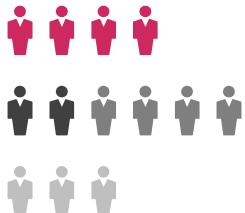


- It is important to keep in mind that financial models are inherently uncertain and that there is always some degree of uncertainty in the assumptions and predictions.

- Because of this, it is essential to do a testing on the model by applying a variety of assumptions and analysing how those assumptions affect the financial forecasts.

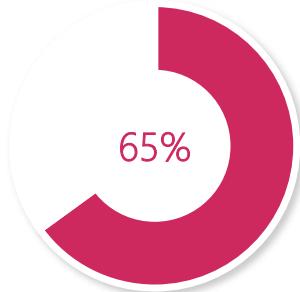


65%
Cost Associated
with Operating
Cost



- The model may then be modified to create a more realistic view of the potential financial performance of Zoho Drive, which will help you identify possible risks and opportunities.

DASHBOARD



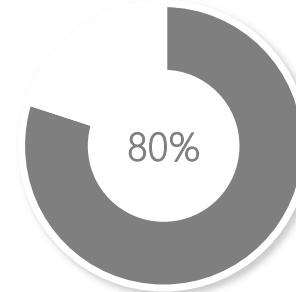
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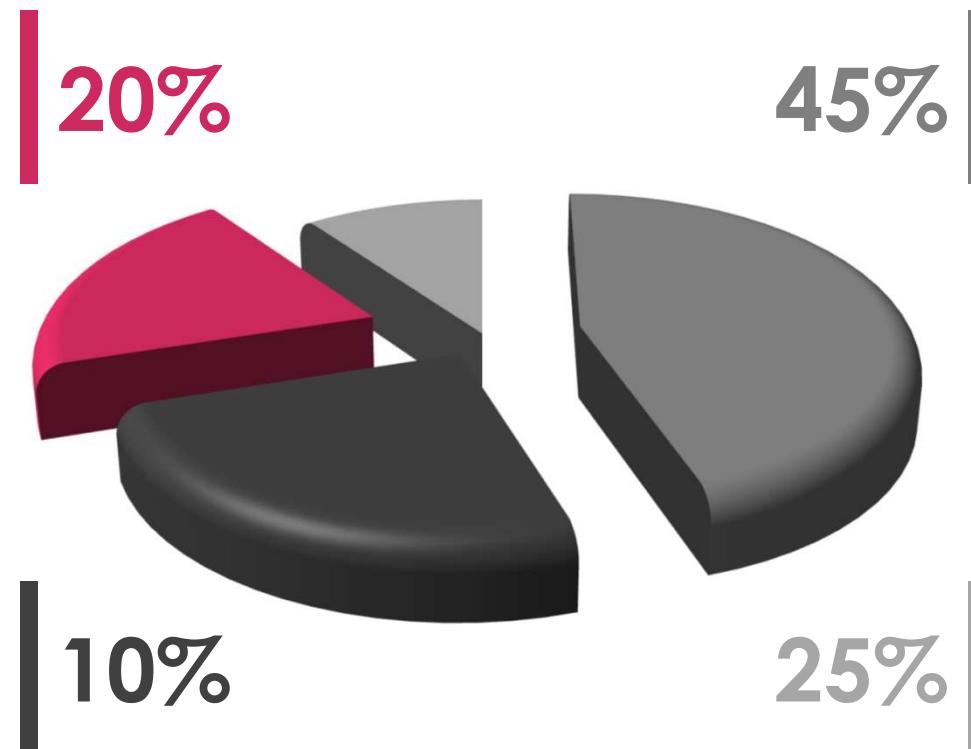
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TIER

Ultra-Customizable
folders, advanced
security and more
support options

Pro – Extra storage and
premium collaboration
and security features



Free - Basic storage and
Collaboration features

Basic – Increased storage
and advanced
collaboration features



CONCLUSION



On performing regular basis of financial model the projections will show how well the business is expected to do financially during this time period



New panel discussions can implement new strategy and launch plan with the necessary resources and budget will improve the growth in the market.



Mail

(40%)

Work Drive

(20%)

Subscriptions

(20%)

Others

(20%)



The specific sales pitch of Zoho Drive as well as its potential for development and profitability in the online storage sector is key highlight.

Growth

87%

Utilizing

42%

Users



[https://www.facebook.com/
ZWDrive/](https://www.facebook.com/ZWDrive/)



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kdrive](https://twitter.com/zohowor
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THANK
YOU