

Team Gibberfish Market Analysis

Target Market:

Our target market is anglers in the state of Colorado, initially focusing on those residing or fishing in Boulder County. There are 593,000 anglers in the state of Colorado, with an additional 175,000 coming in from out of state. This market segment as a whole has shrunk over the last 10 years, from 915,000 in 2001 to 767,000 in 2011, though the number of state resident anglers has increased.

Anglers spend a lot of time fishing, 8.4 million days in 2011. While some settle into a routine and have their “spots”, many have a desire to see new areas of their community or parks. They have disposable income, and spent \$649 million in 2011 on equipment and trip expenses.

Source: 2011 Colorado Census <https://www.census.gov/prod/2013pubs/fhw11-co.pdf>

Profile of Competitors:

University of California: Division of Agriculture and Natural Resources -
<http://calfish.ucdavis.edu/location/>

They are limited in scope to California. You can select a county, and then a body of water within that county. Each body of water has a list of the fish within it, with each fish's common name, scientific name, picture, and status as a California native species. There is also a master list of all fish species in the state. The only use of a map is to select a county, and their service does not cost anything or profit in any way (as there are no ads on the site). There is no way to search for fish species, what bodies of water they may live in, or for searching for bodies of water in general.

Colorado Fishing Atlas: Colorado Parks and Wildlife
<http://ndismaps.nrel.colostate.edu/index.html?app=FishingAtlas>

This site contains most of the content that we want to have on our site. They have a map with a variety of fishing locations, and each location has a list of the fish located there, fishing regulations, directions, and ratings. You can search for specific bodies of water, and the list of fish links to the appropriate Wikipedia pages. You can also have several filters for the bodies of water to limit the scope of the search.

Competitive Advantage:

Our website will be free to use, as our competition's is, though we will have advertisements. We will have Google Maps integration as well as a search function, so that bodies of water can be easily located and driven to, as the Colorado site does. We will still provide the same level of information that the University of California does in regards to fish species. Our site will also be a resource for a wide variety of fishing regulations for each body of water in our database, so that consumers do not need to search on their own for that information. We will be superior to our competitors in that we will have a searchable fish database, so that you can choose a fishing location based on what you want to catch that day. We will also have a better UI and improved user functionality over the Colorado website.