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| Marketing Requirement Document |
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| ProFinder |

Marketing Requirement Document

ProFinder

**Customer:** Efimov V.

**Users:** shops, supermarkets, buyers.

**Markets in which the product will be distributed:** Market of mobile applications – IOS and Android

**Market division:** IOS, Android.

**Difference of user requirements in different market segments:** For users of an application on the Android platform, functionality and a large number of functions will be more important, for users of an application on the IOS platform, simplicity, design and brevity are important (only basic functions are needed).

**Classes of users:** Buyer, Store, Administrator.

**The product satisfies the following needs:**

* Compilation of a map with the nearest stores where the selected product is available;
* View the buyer rating of stores within a radius of 2 kilometers;
* Buyer feedback from the store and vice versa;
* View the store's product catalog;
* Payment for products by the buyer can be made through the application;
* Customer evaluation of a product in a particular store.

**Product:** Service of finding quality products in the user's city.

**The main advantage of the product, the reason for its purchases:** The product makes it possible to save on the purchase of food. Also, this application gives free advertising to stores that receive good reviews. One of the main advantages is saving time of the buyer.

**Product Competitors:** There are currently no competitors.

**The product is developed in the systems:** The product is designed for mobile devices with IOS and Android operating systems.

**Development costs: UAH 150 000.**

**Product sales price:** The product is free, but requires the user to register and bind the card to it. Profit depends on advertising ordered by stores in the app.

**Installation, distribution, maintenance:** The user independently installs a software product through the App Store or Play Market. During the release of updates, the software is automatically updated on the user's device when connected to the Internet.