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<p>1.The user can use the "Check in" option to search for friends around the site.</p> <p>2. Allows users to follow specific companies and receive special tips</p> <p>3. Compatible with wide range of mobile phone</p> <p>4. Simple and Convenient to use</p> <p>5. Has over 15 million users and is available in English, German, French, Indonesian, Italian, Korean, Portuguese, Russian, Spanish, Thai, Japanese languages</p> <p>6.Foursquare has tried to diversify first using different brands and then by adding various features based on customer preferences.</p>	<p>1.Relatively new market entrant hence limited reach to masses as compared to social networking giants</p> <p>2. Limited physical presence</p> <p>3.There are some problems in app like users can't edit their existing reviews,can't delete history,there are a good number of businesses listed on app which are closed for years.</p> <p>4.Foursquare track record on environmental issues is not very encouraging.</p> <p>5.Foursquare business model can be easily replicated even with the number of patents and copyrights the company possess. The intellectual property rights are very difficult to implement in the industry that Foursquare A operates in.</p>
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1. Expand capabilities to allow users to use more options to control updates

2. Acquiring more partnerships with other websites for integration

3.Acquiring mergers with different locations for check ins

4.Foursquare can take advantage of increased standardization to reduce the number of offers on the market and concentrate marketing efforts on the most successful product.

5.Foursquare can use the increase in disposable income to build a new business model where customers start to pay incrementally for the use of its products.

1.Possibility of wrong or discrepant locations

2.Possibility of deception by users regarding locations

3.Threats of new entrants as a result of cost reduction and increased efficiency.

4. Squeezing the Middle Class in Developed and Developing World – The growing inequality is one of the biggest threats to not only globalization but also to capitalism. Foursquare first hand witnessed the impact of it where it has seen lower demand of its products from middle class customers in US and EU market.