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<ol style="list-style-type: none"> <li>1. Highly influential for people with a fanbase.</li> <li>2. Online interface is user-friendly.</li> <li>3. No strong competitors yet.</li> <li>4. Timed Delivery(like within 24 hrs) during special occasions</li> <li>5. Highly growing market in future.</li> <li>6. Popular celebrities from various fields are included</li> <li>7. Payment after service (delivery of video)</li> <li>8. Easy booking process</li> <li>9. One to one video</li> </ol>	<ol style="list-style-type: none"> <li>1. Should provide additional information on how the fee is calculated.</li> <li>2. Addition of A-list celebrities</li> <li>3. Collaboration with other famous social apps.</li> <li>4. Money- refund policy can be added (in genuine cases)</li> <li>5. Prices set by celebrities are overpriced.</li> </ol>
<ol style="list-style-type: none"> <li>1. Some celebrities don't have sample videos yet.</li> <li>2. Actual prices are different from what displayed on the front end - price fluctuation.</li> <li>3. No control over creators (Creators have self-promotion )</li> <li>4. No modification in the video once delivered.</li> <li>5. Buggy and slow</li> <li>6. A lot of C-list celebrities</li> </ol>	<ol style="list-style-type: none"> <li>1. Several alternatives like- CharityBuzz, Animoto, WeVideo, Wideo, Myfanpark, Kapwing are available.</li> <li>2. New competitors may enter the market.</li> <li>3. Controversial Videos may ruin its reputation.</li> <li>4. Concept can easily be copied.</li> <li>5. Market size is likely to be reduced.</li> </ol>