



# S.I.G.D.

Inglés

ProgWare

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**SEGUNDA ENTREGA**

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## Swot analysis

Strengths	Weaknesses	Opportunities	Threats
<p>-Progware performs an excellent handling of the tools offered by the program for everyday use.</p> <p>-In Progware we make special the good commitment with the client since being new we offer a progression at par with the client and his product</p>	<p>-The lack of experience within the market can generate little interest in customers</p> <p>-Being in an area of creating applications and supporting them requires a higher amount of money than in other cases</p>	<p>-the production of applications allows them to be modified and adapted according to the criteria requested at any time, achieving good accessibility of the product in the long term</p> <p>-the high use of applications today generates long-term trust</p>	<p>-the trend can vary the circumstances and therefore generate a decline hurting the company.</p> <p>-disputes between the client and the company can harm the sale of the product as well as its production</p>

## Marketing

Commercial mix:

### **Products**

Applications and their technical support are developed, which help to meet the customer's needs. These have a good interface with great accessibility to different system operations.

Performance and quality:

Efforts are made to offer optimal performance for its correct operation as well as good quality of the product to have optimal software/application.

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## Design:

The software is lovingly designed to achieve the best appeal and charm towards the consumer.

## Technical support:

The offered product will also have the option of taking support for its technical maintenance in the event of any error or problem with it.

## Price

The value of the product varies according to the application required for the consumer since they would include different functionalities depending on the order, there is also a variable value for the technical support service.

These prices have an estimated value:

It has:

- variable price
- minimum price

## square or place

Progware relies on the distribution of a sports management system given the letter of the project to an already specific client and who will be followed up with due criteria. Outside of this, it will be investigated how to distribute the product to the current market.

Distribution strategies:

- Intensive
- Selective
- Exclusive

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## **Promotion strategies**

It seeks to participate in ways to promote the brand and achieve a bond with the customer after selling the product to keep it in the market.

Ways:

- Create virtual contests
- Permit to use a trial version before buying the product
- Advertise the product on social media
- Advertisements

## **Location of the company**

Progware was located in an area with easy access to any type of commerce and public, since a large part of the market in Montevideo is located in the center

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