

Analysis Summary

Overall by the analysis we could see that this industry has a very good potential market in India but the currently offered services are in a mess. While there are several apps available, they are not meeting the needs of the users effectively. The user reviews for these apps are very poor, with an average rating of between **3.6 to 3.9 stars** with most users naming the services as soft cheaters and frauds as according to them, the services provided to them were not satisfactory and up to the mark .

I propose that we take this opportunity to gather all of the negative feedback from these apps and use it to enhance the development of our own app. By understanding the pain points and areas of improvement identified by users, we can ensure that our app addresses these issues and provides a superior user experience.

Additionally, by launching our own app and addressing the shortcomings of existing apps, we can position ourselves as a leader in the industry and capture a significant market share.

As the estimated target audience of the industry is very huge all over the world and especially in India. While there are currently other apps available on the market, they do not provide the level of

service that our target audience is looking for. The demand for a reliable and user-friendly roommate finding app is huge and I believe that we can have the resources and expertise to create a successful product.

By launching our own app, we will have the ability to tailor the user experience to our specific target audience, as well as gather valuable data and insights that can help drive future growth and development. Additionally, having our own app will help us establish our brand as a leader in the industry and generate additional revenue streams.

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