

HW7-Team: Market Research

Team Name and Number: **Group 16**

Smart Subscription

List all students who actively worked on this Assignment:

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Part 1: Competitive Analysis (1 point)

	Simplifi	Bobby	Truebill
Price	\$39.99 annually or \$3.99 monthly	\$1.99 in-app purchases (With Family Sharing set up, up to six family members can use this app.)	\$35.99 per year or \$4.99 per month
Available on Android/iOS app store	Yes	Yes	Yes
Free-Trial	1-month free trial	7-day free trial	7-day free trial
Ad-free	Yes, only after Premium account	Yes, only after Premium version	Yes, only after Premium account
Touch-ID	Yes	Yes	Yes
I-cloud sync	No	Yes	No

Part 2: Market Sizing (1 point)

Major Customers:

181,793 college students in Boston (as of 2018)

264,717 people in the age range of 18-34 - up to 39.3% of Boston's population of 673,840 people

Users with subscription:

76% of people have a subscription

$264,717 * 0.76 = 201,184$ potential customers

Market Potential:

Average fee = \$37.99 Annually

$201,184 * \$37.99 = \$7,642,980$ Annually

Assumptions:

- The major customers are calculated on the basis of the latest available data from 2018. Source (Boston by the numbers 2018):
<http://www.bostonplans.org/getattachment/3e8bfacf-27c1-4b55-adee-29c5d79f4a38>
- 11% of the total Boston population consists of people above the age of 65. It is assumed that they are less likely to be the majority of our customers.
- People between the age of 16-35 are considered a major part of our customer base because of their tendency to have more subscriptions.
- 3 in 4 Americans Have an Online Subscription

Source: <https://www.prnewswire.com/news-releases/3-in-4-americans-have-an-online-subscription-and-video-streaming-is-king-300817987.html>