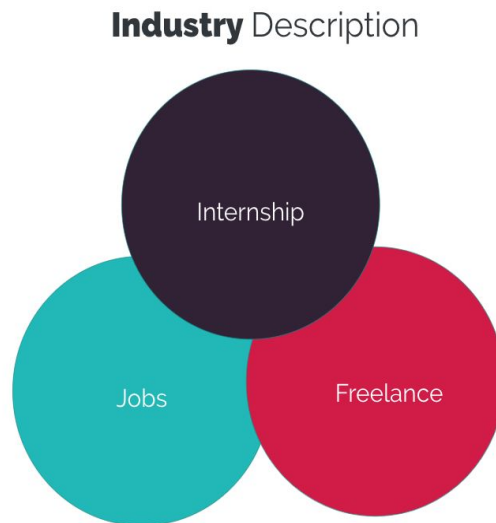


NATURE OF CUSTOMERS

To look at the nature of customers we will first have to understand the market trends and market needs then only accordingly we can decide the nature of customers this project "TheProject" will attract.



This project targets 3 main and biggest sectors of employment sector.

This project will attract potential individuals who are looking for "Internships, Jobs and Freelancing Projects" as well the those Opportunity creators. As we see the following trends, these are survey reports from PayPal from the year 2016.

Statistics of Freelance Industry

- **15 million Freelancers** are from India which makes it the **second largest** in the world.
- Indian Freelancer Contributes to **41 percentage** of overall freelancers.
- Indian Freelancers have a worth of **1 Billion Dollars**, where overall worth of freelancers is **2.3 Billion Dollars**.
- Indian Freelancing industry is seeing a **14% overall growth** every year.

Statistics of Education Industry

- **35 Million student** were enrolled in undergraduate programmes in 2016-2017 in india.
- **45 Million** people are unemployed in 2016.
- Nearly **1.5 Million** people graduate as engineers every year in India.
- **3.51%** of people stay as unemployed.

This project would aim in these sections of the industry.