**Project Proposal**

Group A

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**Overview**

*This document is submitted in partial fulfillment of the Business Application Development module 2018 delivered by Manuel Tova-Izquierdo.*

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# Initial Market Analysis

## Scale of the market

This is a meta-searching website[[1]](#footnote-1) (i.e. the product) for people over the age of 65 (OAPs). The number of OAPs in Ireland is over 600,000. Of this amount 26.7% are living alone. In 2016, this number increased by over 100,000 from previous censuses, so it’s an ever growing number of people. (Central Statistics Office, 2016) (RTE, 2017) The main audience would be the OAPs living alone, while the secondary market would be other OAPs.

## Influences

### Threat of New Entry

As the number of OAPs is ever increasing, the timing of introducing the product will not be an issue. As with the “newer” OAPs coming into 65th birthday knowing about websites and computers, the knowledge of them knowing how to operate a computer and navigate through a website will increasingly not be an issue.

### Supplier Power

Suppliers of information would be the likes of the Heath Service Executive, event organisers, GPs, home health services. This are always in demand with new companies being created at a regular pace. As a result, the supplier power would be ever growing. The product that is being created is unique, as there is no searching websites for OAPs.

### Competitive Rivalry

There are currently no known competitors to the meta-search website that is being created. Customer loyalty is not an issue either, as customer with the likes of the HSE would not need to create a new account with the product. There would be no costs involved for customers at the stage.

## Segmentation

The product that is being created wold be used along official websites. It would bring all relevant websites that the customer requires to one web location.

## Additional information

The product would be a new product incorporating already established companies. The demand for using the product could fluctuate if there was a crisis with the HSE or other partner. This could damage the amount of people using the product.

The OAPs currently do not have a product to search companies and services they require. The OAPs, friends or their family need to do the searching for these, which could take up valuable time and cause stress to the OAP. There are services for OAPs provided by the HSE, but no meta-searching websites. (Alone, n.d.) (Health Service Executive, n.d.) (Health Services Executive, n.d.)

**[60% marks]**

# Product Proposal

The group is developing a product specifically for OAPs while specialising in those living alone

The aim of the website is to assist in eliciting information, which is provided from a variety of different services in this domain. This will assist in providing the best service and information, based on the customer’s personal needs.

The product itself would not have any new information, as the information would be retrieved from the services and also be available on the service’s own website. The product’s purpose is to bring all these services to one place.

The main users of the product would be the Customer and Company. Admins would also have access.

Customers and Companies can create an account, login, or edit their details from the product. Admins would be able to delete accounts but creating an admin account or logging in would be outside the system.

Companies can add information, services or events, but these must be approved by an Admin before being public. Customers can search information, services, or events (also book events) and save them to a personal area on the website.

Comments can be added by both Customers and Companies, but they must be approved by an admin. Payment for maintaining the site would come from the Company where a small fee would be added to publish information (etc.) to the website.

**[40% marks]**

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1. Meta-searching websites are like Trivago and Hotels.com [↑](#footnote-ref-1)