

# YAHOO GAP ANALYSIS

PRODUCT FEATURE	CURRENT STATE	GAP	FUTURE STATE	ACTION PLAN
YAHOO MAIL	IT WELL KNOWN IN URBAN AREA BUT NOT IN RURAL AREA	SOME USERS HAVE RECENTLY REPORTED ISOLATED ISSUE	IT WILL WORK IF FOCUS ON RURAL AREA ALSO	THE CHARGE SHOULD BE LESS AND ADVERTISEMENT SHOULD ALSO BE DONE
YAHOO FINANCE	YAHOO FINANCE IS OPERATING NORMALLY ,AND ACCESSIBLE TO USER	THE COMPANY IS NOT PRESENT IN ALL STATE OF INDIA	IN SOME YEARS IT WILL BECOME THE BIGGEST COMPANY	IT SHOULD FOCUS ON SMALL REGIONS OR STATE WHERE THEY ARE LAGGING
YAHOO NEWS	YAHOO NEWS CONTINUES TO PROVIDE THE LATEST NEWS AND HEADLINE	YAHOO NEWS IS NOT AVAILABLE IN TV IT IS ONLY AVAILABLE ON SOCIAL MEDIA SITES	YAHOO IS FOCUSING INTEGRATING ARTIFICIAL INTELLIGENCE TO TRANSFER ITS SERVICE	THEY SHOULD ALSO FOCUS ON TO BROADCASTING THE NEWS IN TV