My Idea 1: Web Catalogue

A web based categorized catalogue book for wholesalers and retailers. With the tools to populate their catalogue with rich product information easily from content suppliers such as **icecat**. The catalogue will be tailored to the company's brand and sharable via a url.

Why is it unique:
The application will allow companies who might not have a fully integrated website which demonstrates the products they sell. Such as older companies, companies new to the digital world and companies that have a large range or constantly changing their product range. To have the ability to easily populate and adjust their catalogues with the products full details and content material.

Where is would sit:
This application would cater for SMEs that might not have the ability to introduce a fully integrated ERP (*Enterprise Resource Planning*) system within their company or have their website integrated with a catalogue, and would like ability to present their stock professionally and fully without manually capturing all their products data.

Is it really unique:
There are many catalogue creating applications, though from my minimal research none of which integrate with content suppliers, where all of which need to be manually populated. Only fully integrated ERP systems and website tempting applications cater for this.

SWOT Analysis

NOTE: Rank this in order of importance & likelihood

Strengths:

- Auto Populating: Having an application that is able to automatically draft a product page with all its specs and details. This saves a lot of time in creating large catalogues, or catalogues that change frequently
- Runs independently from a user's current ERP, this is a strength when the user isn't able to redesign their entire ERP or website.
- User beginner friendly: A very simplistic and basic application, easy for non tech savvy users.
- Constant Design: Each product is displayed in the same manner within a single style template, which makes it easy for viewers to find what they looking for.
- Extension: A chrome extension could further enhance the applications usability, having an extension that when viewing the content suppliers, a quick add button to add to their catalogue.

Weaknesses:

- ***What could be lacking, things that we might not do very well***
- ***We could lack skills in a certain area, we could look at 'upskills'.***
- Product Range: This would be limited to the content supplier's database, if a product isn't in the database it would need to be added before including in the catalogue.
- Features: Existing catalogue creators offer many custom design features which users can adjust to be exactly how they want, which won't be in this app.

Opportunities:

- ***Here look at the other catalogue makers and see what other stuff they doing with their apps***
- Multiple Content suppliers: Creating a search feature that can search multiple content suppliers if one supplier doesn't have the product registered.
- Analytics: The possibility of capturing sessions from views and present this in an analytics page for the user to see who is looking at what.
- Reviews: The option of including reviews from a review source, or having the option of the viewers to review the products within the catalogue
- Sales: Creating the option of viewers to add products to a cart or quote request directly from the catalogue
- ERP Integration: Having the ability to integrate the catalogue with the users ERP system to gather and present stock levels, as well as pricing.

Threats:

- ***Look at the weaknesses, threats can hinder from them***
- 3rd Party sources: If a supplier stops their service, as the content supplier decides to not provide their API as an open source.
- Down Times: If our server crashes or needs to be updated, this would affect all the company's catalogues, by not being able to be viewed.
- Existing applications: Fully featured existing applications can implement the autocomplete functionality in their apps, which would make our app the underdog