Market Analysis

# Industry Description and Outlook

India will lead the software developer population by 2018 according to a new study by Evans Data Corp. in its latest Global Developer Population and Demographic Study. India now has a software developer population of 2.75 million but by 2018, it is projected to show an increase of almost 90 percent resulting in nearly 5.2 million developers. As our main customer base will be the software developers, our application would be an instant hit in the market as it would reduce a considerable amount of workload from the shoulders of our customers. Looking at the increasing numbers of our targeted customer base, even a fraction of it will prove as a good figure.

# Target Market

Looking at the increasing numbers of our targeted customer base, even a fraction of it will prove as a good figure. Considering the fact that most of the developers always look forward to for easier ways to reach out to the people, in a hassle-free and feasible way, our product will be ideal for them as it would satisfy both of their needs. The fact that the developer would have to write only a small code for him to send notifications to his users without worrying about the storage space and maintenance of the server for the same, it would prove as an added advantage to the developer to use our product.

# Competitive Analysis

A few messaging services such as Pusher, PubNub, Gamooga, Firebase, etc. can be considered as our competitors in the market. However, our product will be providing more functionalities than most of the messaging services. However, as our product will be new to the market and many of the above listed services are well established in the market, it can be considered as their advantage over us. A potential roadblock for us would be that people might be a bit reluctant to choose a completely new product in the market over the service they are already using which might be quite well established even though our product will be providing more functionalities at their disposal.