**WHAT IS FREEWARE?**

Freeware is software that is made available to the end-users at no cost and is comprised of several different small applications that are available for downloading and use in most operating systems.

As the name suggests, it is software that is provided for free. This free software can be modified and redistributed to the users with only one condition that is every modified version is to be distributed with the actual terms of free use.

Generally, the freeware is a short and brief version of a more extensive and paid software program. Also, some vendors provide a limited and free version of their application to the buyers before purchase.

**Here are a few reasons why freeware is provided to people:**

* It is done to develop a brand's image or drive traffic to the company's website.
* The freeware is provided to the general public by some non – profit organizations or educational institutions.
* To offer a lite version of the program that may encourage or attract people to buy the full-featured version of the same.
* To make profits through advertisements or in-app purchases within the program.
* To offer people with the ease of use of the application and creating a strong customer base.

**Benefits of using freeware:**

1. These applications are provided with no cost to cater to a wide range of potential consumers.
2. This software doesn't impose forced upgrades, i.e., if the software vendors stop supporting one of its programs, then there other firms that support the same.
3. There is no monopoly exist in this freeware industry as one can quickly shift from one application to another.
4. Freeware is user-oriented, which means they develop according to the customer's needs and are user-friendly as well.
5. Free software are not developed for meeting the need of an individual rather its primary purpose is to encourage social unanimity and represents the society as a whole through sharing and concurrence.
6. Putting forward freeware is a fantastic way to increase brand awareness among the target market, especially if the target market is in remote areas.
7. It helps in attracting and appealing the early adopters towards your site, which further leads to reaching a more user base quickly and smoothly.
8. It can help with the promotion of your paid product that you are going to offer to the people as it would lay out the foundation of your next program to your users.
9. Through freeware, you can ask for feedback from your customers regarding your product and services, which will help you direct the development and promotion of your paid program.
10. It is a good option for small businesses that have hardly any resources to spend on promotional tools.

**Conclusion:**

Nowadays, every business wants to cater to a vast economy to grow its business and to promote its products; many have turned towards freeware to develop or create a large customer base. Freeware are available to use freely, and before offering these to the customers, the vendor needs to be aware of the potential costs and a proper plan behind its release.