

# **Freelance Book Marketplace**

## **(Feasibility Analysis)**

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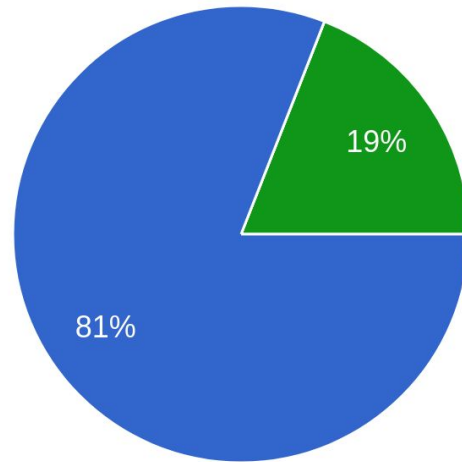
# Behavioural Analysis Using Survey

## Target Group

- Age Range : 20-25 years.
- Gender: Male,Female
- Occupation: Mostly students.
- Medium Of Survey: Google Forms

From which website you usually buy books?

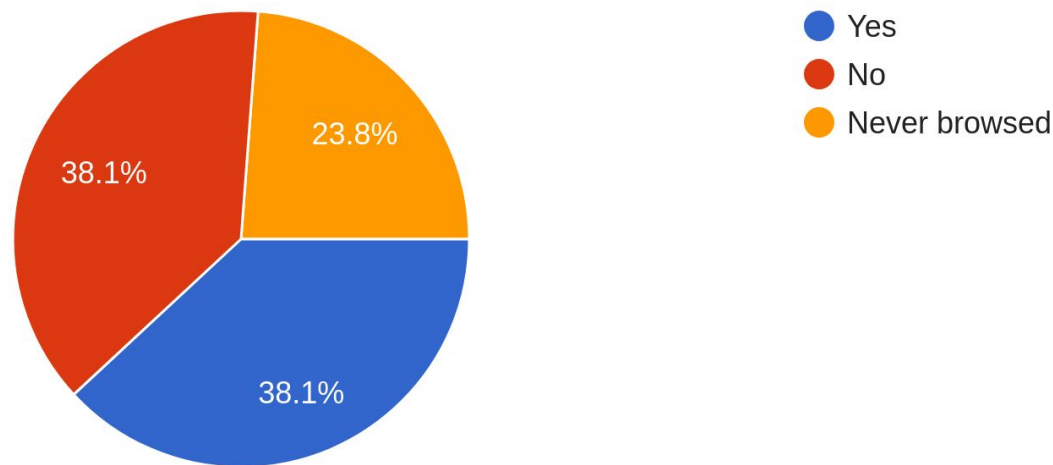
21 responses



- Rokomari.com
- Boibazaar.com
- Eboighar.com
- Others

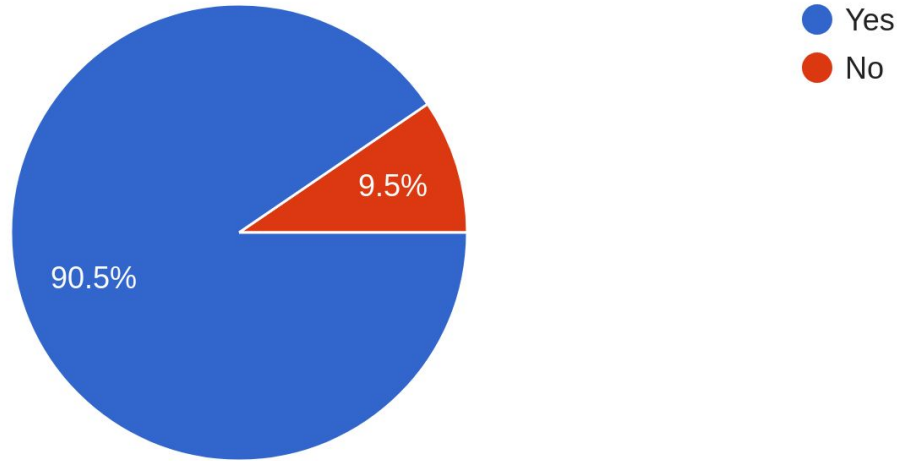
Do you find it hard to navigate through the existing book selling e-commerce websites?

21 responses



Do you think people should be able to rent books as well as buying books from an e-commerce website?

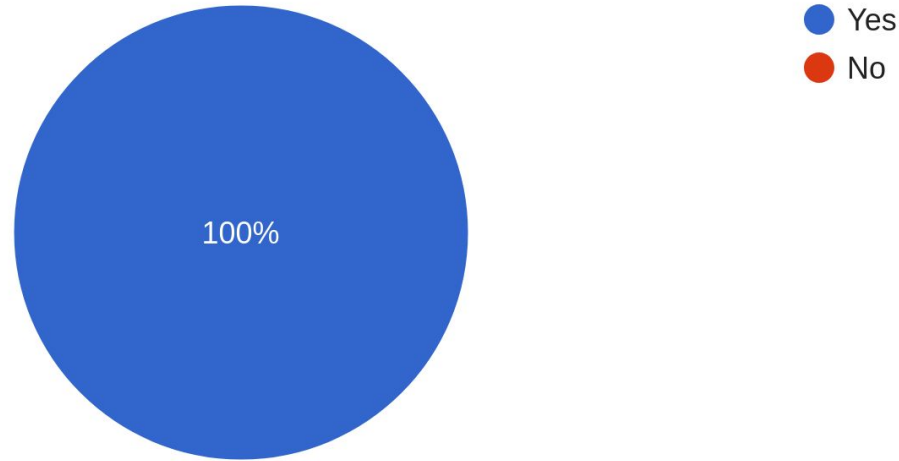
21 responses



**Threshold = 80 %**

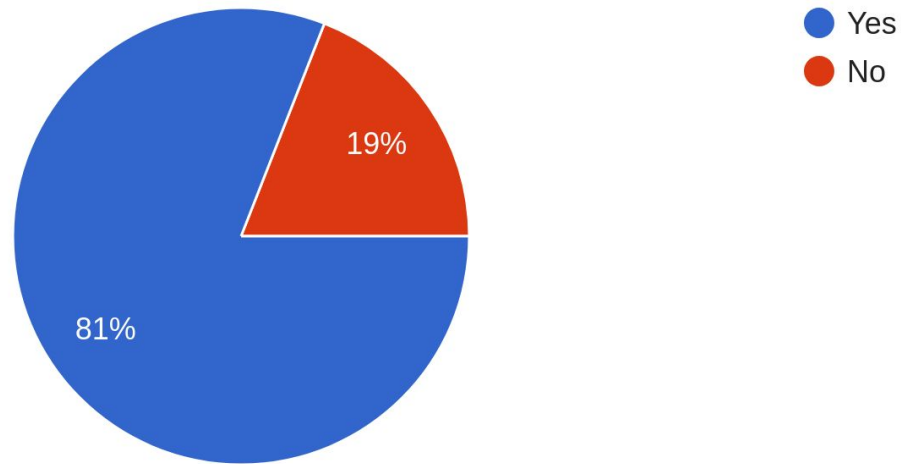
Think of a platform where everyone will be able to sell or rent books from their own collection by just uploading details of their books in the website.Do you think it's an amazing idea?

21 responses



Would you love to read synopsis of a novel before renting/buying it?(not spoiler,just like movie plot)

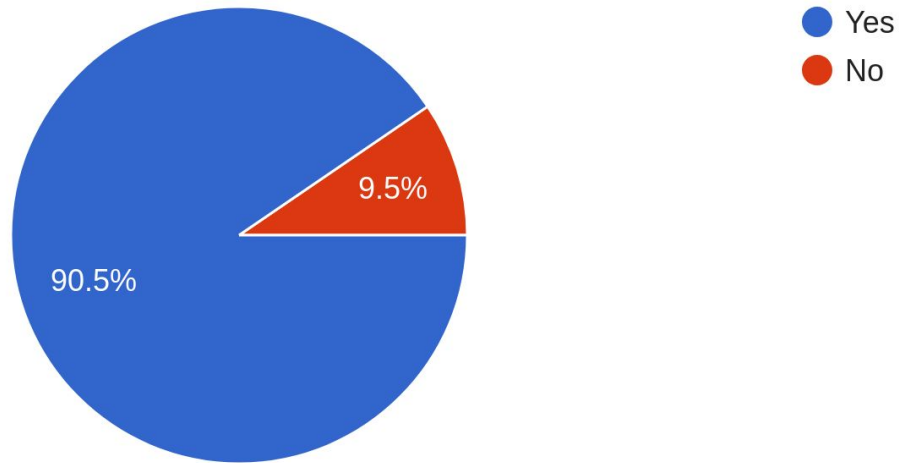
21 responses



**Threshold = 80 %**

Would you love to check users rating before renting/buying books from them?

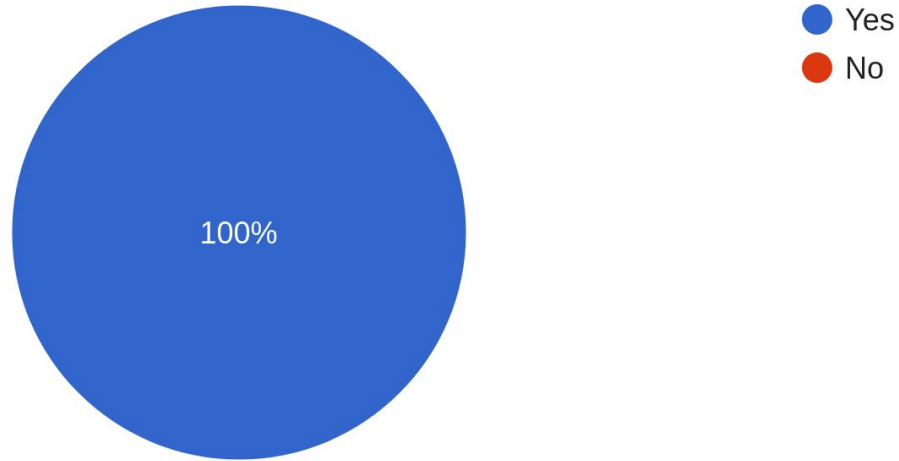
21 responses





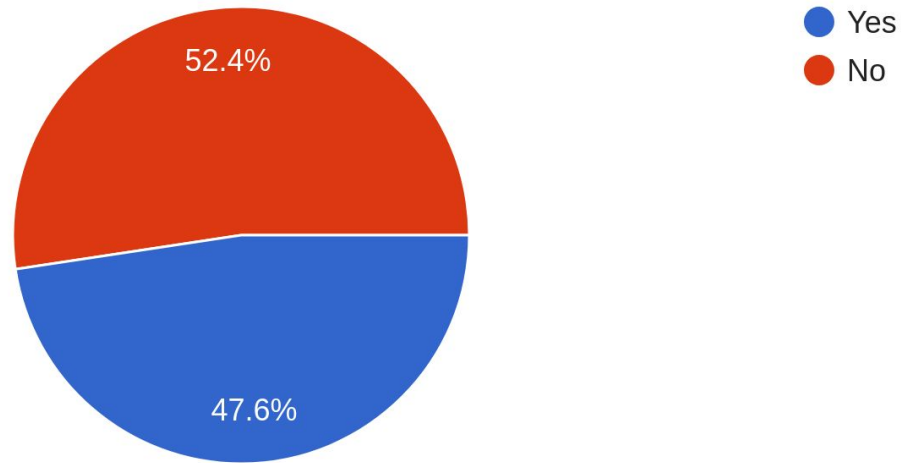
Would it be great if you're given the liberty to search books by the  
Title/Author/Publications/ISBN/Genre?

21 responses



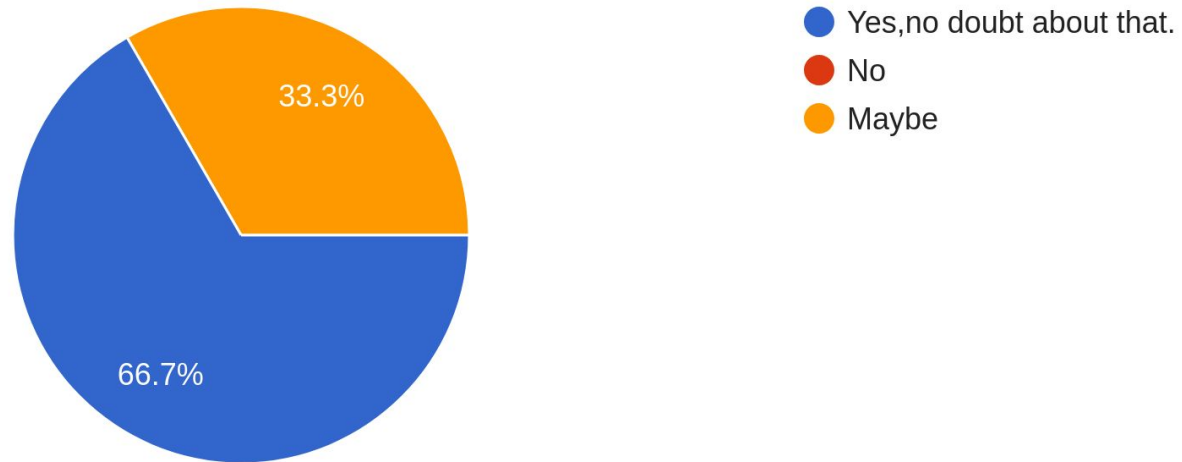
Are you satisfied with the existing service provided by leading book selling e-commerce websites?

21 responses



Would you like it if a new startup comes up with the features mentioned above?

21 responses





# Decision

From the participants response we have observed that...

- All features passed threshold percentage.
- No features are to be discarded.



# SWOT Analysis

(Internal Factors)

## Strength

- We are technically competent
- The features are quite unique and not so prevalent in the current market
- Intend to integrate state of the art ML techniques to the project
- Well coordination among team members



# SWOT Analysis

(Internal Factors)

## Weakness

- No one in the team has formal business background
- Less expertise on scaling the system and real-world deployment
- Severe budget issue



# SWOT Analysis

(External Factors)

## Opportunities

- Not many competitors in the market
- Market share could grow within a short time for the unique features we have
- Could be merging or joint venturing with companies like Rokomari



# SWOT Analysis

(External Factors)

## Threats

- Competitor companies may adopt our unique features to their system
- As money are involved, reliability could be an issue at the beginning