Customers

Our primary target market are outdoor advertising agencies who want to see the impact of their advertisements in areas such as NYC. We want to provide digital logistics to see what influence outdoor advertisements have to inform agencies and allow them to allocate their resources as needed.

In addition, ADCHASE also aims to target tech savvy individuals as users of the app. These are people around ages 16 to 30 who may want to make some quick cash on the side and spend time traveling through the city using the public transit system.

Our pilot market is in NYC, however we have potential to reach out to cities such as Boston and Seattle.

Competitors

Honey - Indirect Competitor
Flipp - Director Competitor
Groupon - Indirect Competitor

SWOT Analysis

Honey			
STRENGTH	**WEAKNESS**	**OPPORTUNITY**	**THREAT**
• Provides support in online shopping sites for companies such as Amazon and Nike • Rewards users with gift cards and discounts through the Honey Gold program	• Concerns with data and privacy through the use of cookies • Some discounts on their site may have already expired	• Only available as a web extension and is currently not mobile	• Able to afford long-term deals to customers through automatic runs on websites and referrals to friends

Flipp - Direct Competitor

Flipp			
STRENGTH	**WEAKNESS**	**OPPORTUNITY**	**THREAT**
• Allows users to find daily and weekly deals for retail stores in the area • Only app to provide coupons from big brands and match them to local stores	• Not as efficient in smaller cities • Users will have to go out of their way to find the best deal • Some users find the app cluttered and more difficult to navigate through	• Lacks a feature which allows users to share or trade coupons and offers	• Able to provide coupons and offers daily/ weekly for over 90% of the largest retailers in North America