Segmentation

Sunday, April 23, 2017

2:15 PM

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Users | photographers | directors | Script writers | Lighting specialists |
| Stakeholders | Project owners | Event planners | newspapers | Media channels |
|  | Ordinary users |  |  |  |

SWOT analysis

Sunday, April 23, 2017

2:15 PM

|  |  |
| --- | --- |
| Strengths | 1. We are the first website and application serving the middle east in our field. 2. The first website and mobile app. That serves directors and scriptwriters . 3. Securing your photos and videos - copyrights 4. High quality photos. 5. High capacity image storage. 6. Avoid spamming accounts. 7. Allowing beginners to present their work professionally. 8. Presenting valuable tips for users. 9. VR |
| Weaknesses | 1. Low budget |
| Opportunities | 1. Our unique value may help us to increase our brand name easily. |
| Threats | 1. One of our team members leave. 2. Threat of new entrance with higher budget. |

Building long-term relationships

Sunday, April 23, 2017

2:17 PM

1. By offering valuable tips to help the user in improve his our skills.
2. By offering discount on the membership for regular users.
3. By keeping the copyrights of the uploaded photos and videos.
4. By minimizing the response time
5. By sending greetings emails.

Positioning and differentiation

Sunday, April 23, 2017

2:16 PM

1. Photos will be associated with reviews, comments, searching tags and rating by an Expert
2. Follow requests between users
3. Market yard where photographers can buy, rent or exchange equipment with each other.

Situation Analysis

Sunday, April 23, 2017

2:15 PM

According to competitors:

We are the first company who innovate this idea.

According to customers:

We are solving many issues that face the photographers like quality and security.

Budget

Sunday, April 23, 2017

2:18 PM

Host: $125

Domain: $13

Ads - social media: $150

Goals and objectives:

Sunday, April 23, 2017

2:14 PM

Helping users and services provider to connect with each other , by supporting the platform with quality assurance and the needed.

Giving the opportunity for the beginners to present their own work.