**SHOSHOLOZA MARKET SEGMENT**

**Brief description of your business idea**

Calendar App to help manage your diary and day to day schedule.

**By Products and Services:**

Outlook and google calendar

**By Industry:**

Management across all industries

Start-ups, SME’s and large co-operations

**By Demographics:**

Age 23 and above, Male and Female, LSM 7+

**Geographically:**

Anywhere

**By Profession:**

Management and PA’s, Entrepreneurs, Professional services (Lawyers, Doctors, Business consultant’s, hairdresser, etc.)

**By Lifestyle:**

Busy schedule, People with PA’s, drives luxury cars i.e. your Benz, BMW , Booking flights

**By Interest:**

Conferences, cigar lounge, playing golf