SWOT ANALYSIS

STRENGTHS

- Clean user interface
- The focus is on the places of interests
- Social interaction
- Influencer community
- Companies can easily interact with potential customers

WEAKNESSES

- The user base is mainly of young people
- There could be the problem of biased and not detailed reviews, therefore we need to ensure reliable reviews
- We miss data to launch the platform
- Our platform is not popular
- We miss fundings to overcome capital issues
- Paid promotions issue:
  The platform does not guarantee that its users will not leave and visit the advertiser's website as the platform compete with its partners.

OPPORTUNITIES

- The market trend works in our favor, as the use of the internet for tourism has become popular
- The platform allow users to add places they think it's worth the visit
- Paid advertisements
- Localized advertisements based on the individual's location and recently visited places
- Sponsorships:
  Businesses and companies may pay celebrities and influencers to market their locations

THREATS

- Bad reviews
- Privacy issues
- Already established businesses such as Google, Tripadvisor, Foursquare may implement our platform features
- Emerging competitors