

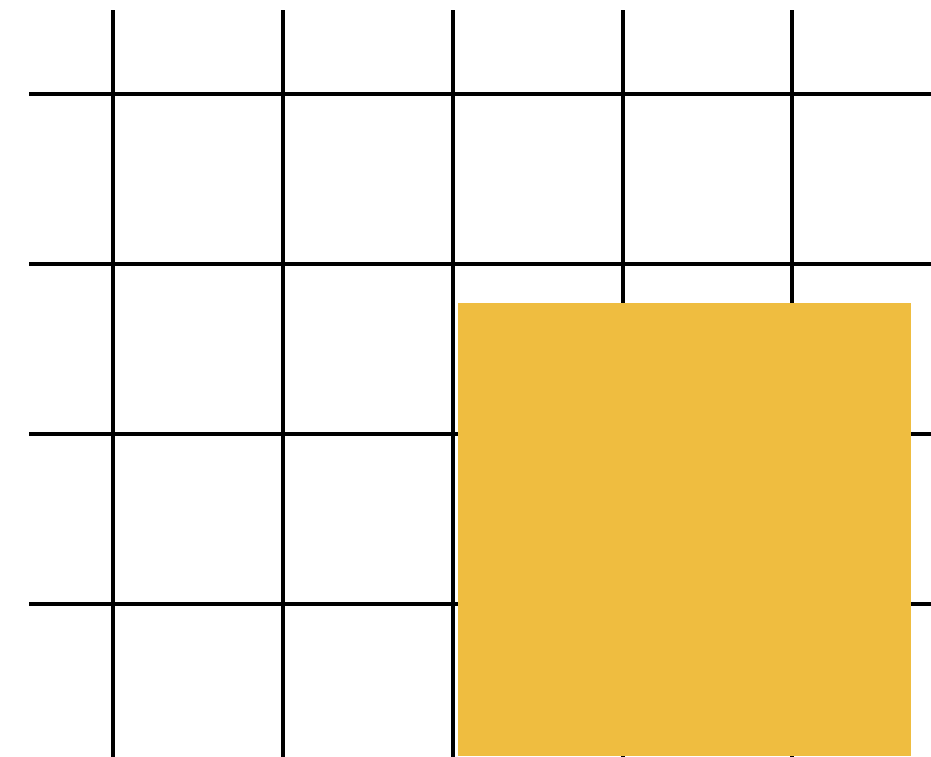


# MVP PRODUCT EXPANSION

# OBJECTIVE

Online OTA wants to expand its business to other countries.

This presentation outlines the key steps taken to decide on the location of the product launch.



# Problem Solving Methodology

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Gather Data



Market Size Analysis



Involve Right Teams



Choose Relevant Metrics

# Key Steps in Data Analysis

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## 1. Highly Populated Countries

Targeting countries with the largest population should be our starting point since our primary goal is acquiring new users.



## 2. Smart Phone Penetration

Since OTA is dependent on social media apps, our next focus should be on determining the number of smart phone users in these countries.



## 3. International Tourism

Our next step would be in determining the popularity of the country as a tourist destination and the no of hotels in the country.



## 4. Local Tourism Expenditure

Since Covid, people are traveling more locally, so taking a look at local tourism will be worthwhile as well.

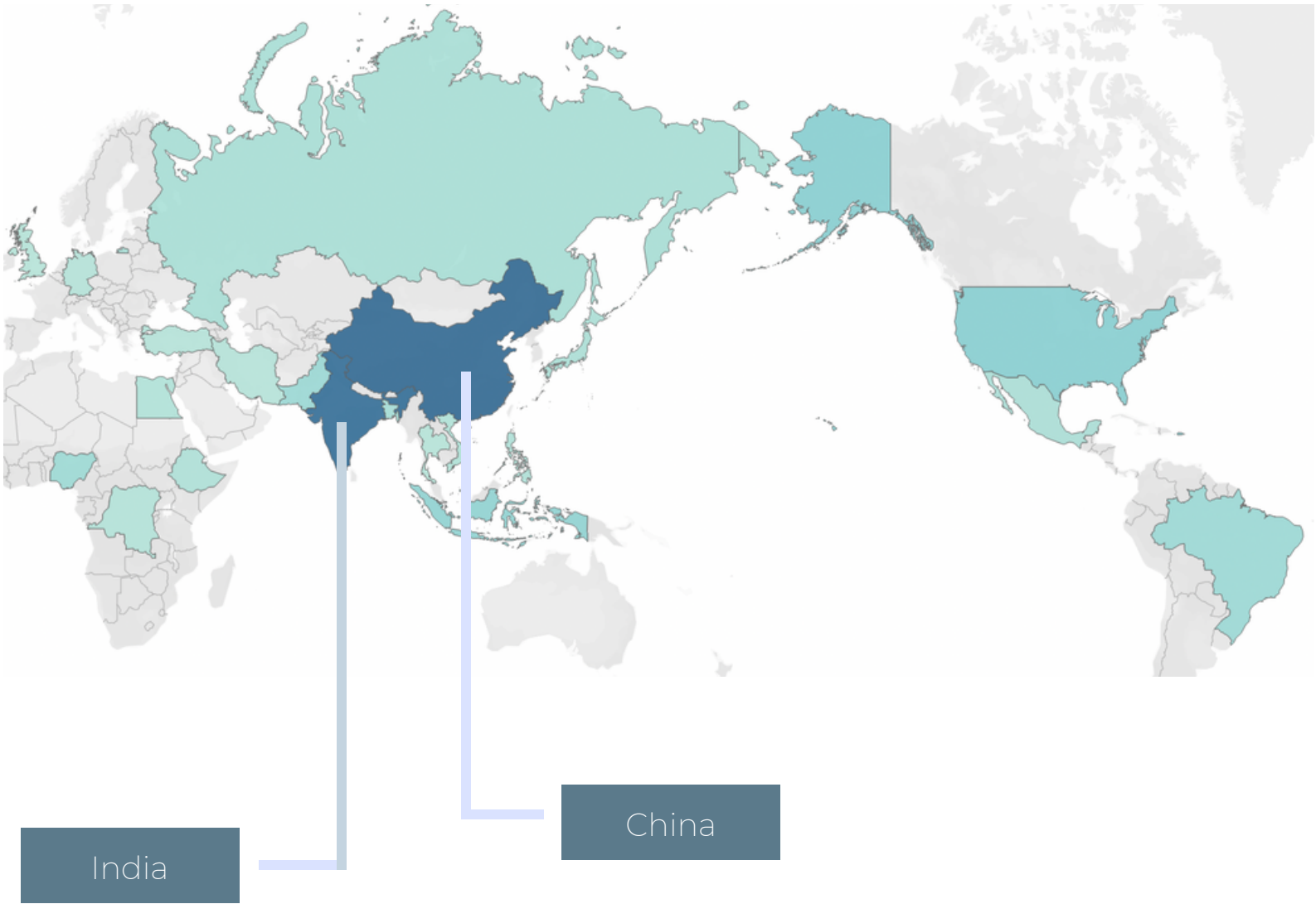


## Select Countries for Launch



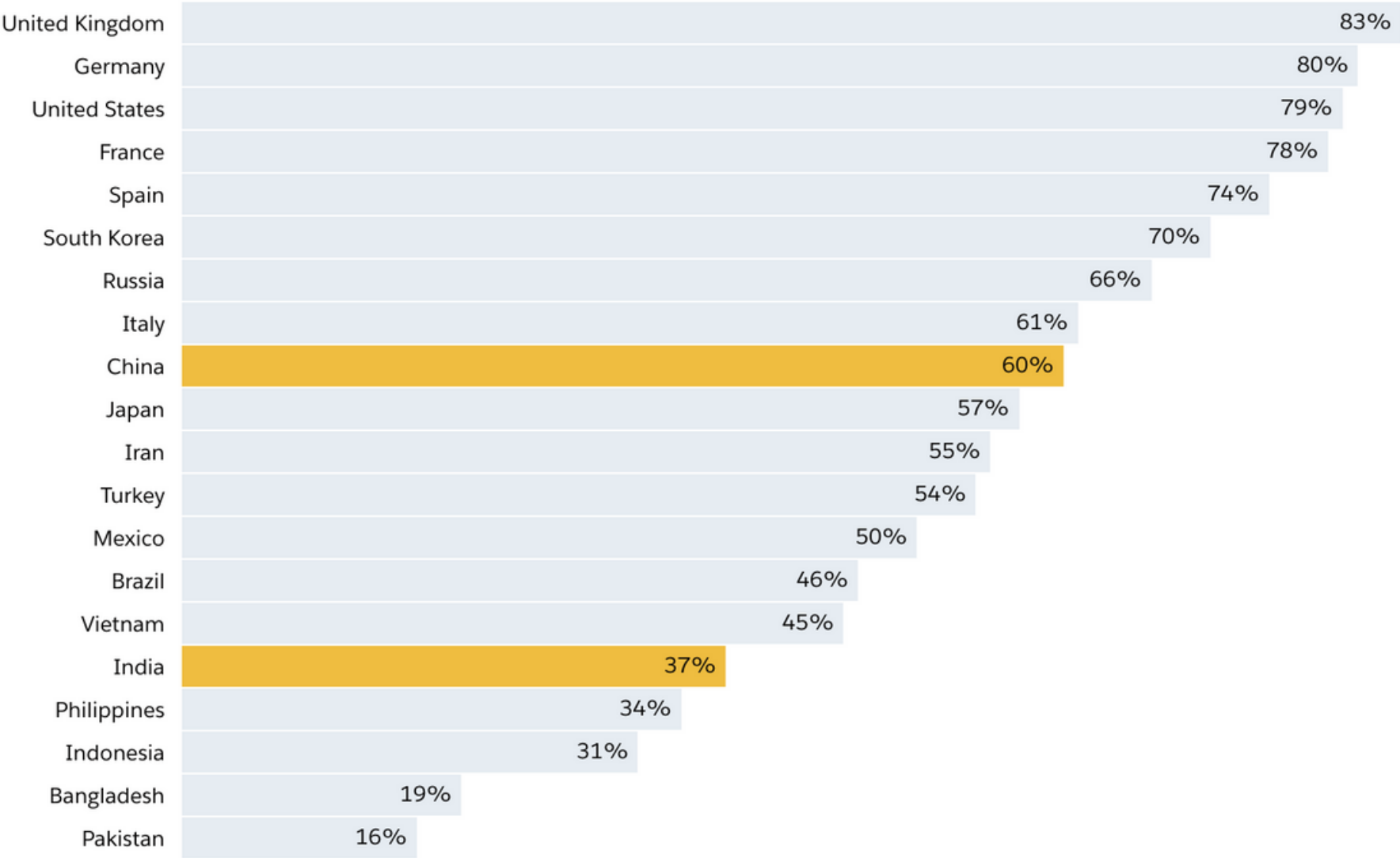
# World's Most Populated Countries

SOURCE:WIKIPEDIA



# Smart Phone Penetration

SOURCE:WIKIPEDIA(2019 RANKINGS)

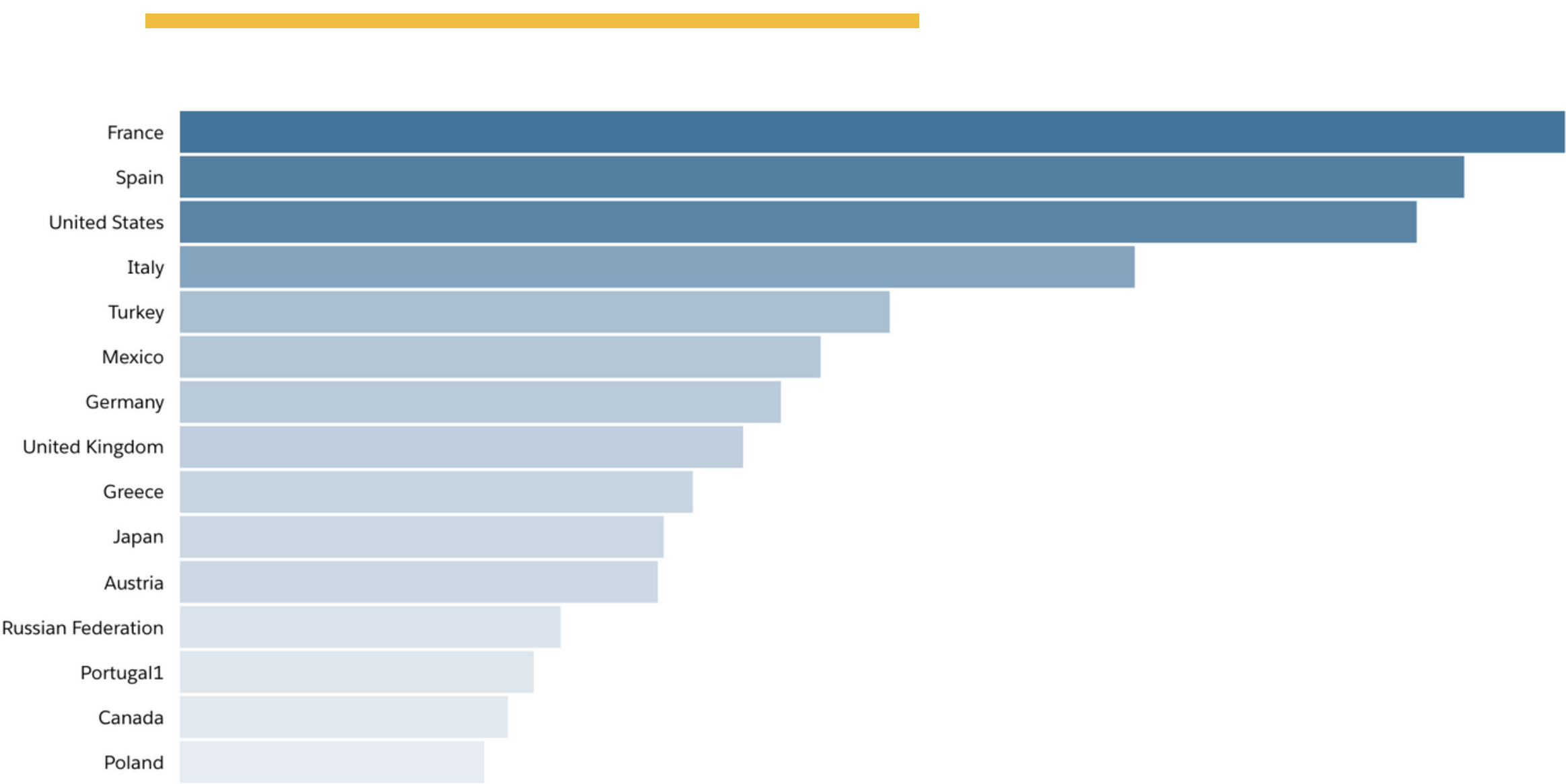


India and China have the world's largest population

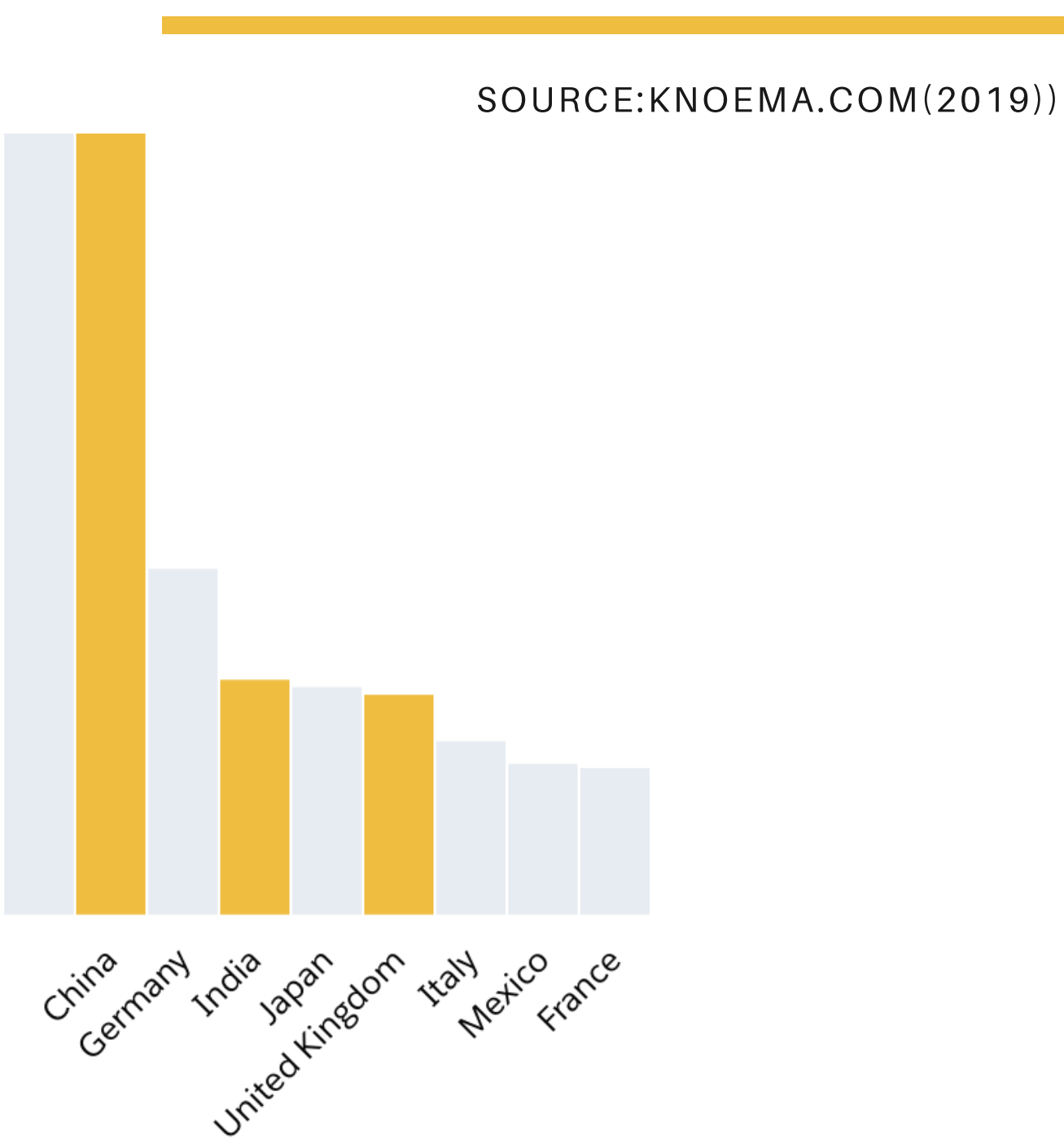
Even though India's ranking is low, 37% translates to 510 Million User which is a huge user base

China has about 851.2 Million Smart Phone Users

# International Tourist Visitors per Country



# Domestic Travel Expenditure per Country



France ranks 1st in terms of International travel as per the 2018 data

However, India, China, U.K, and the U.S have spent the most on domestic tourism.

# Top Picks based on Market Research

Top Countries	Pros	Cons
UK	<ul style="list-style-type: none"><li>• English speaking country.</li><li>• High Smart Phone Penetration.</li></ul>	<ul style="list-style-type: none"><li>• Already a matured market.</li></ul>
France, Spain	<ul style="list-style-type: none"><li>• High International Tourism.</li><li>• High Smart Phone penetration.</li></ul>	<ul style="list-style-type: none"><li>• Assuming Snapcommerce's chatbots uses English primarily, language will be a barrier in these countries.</li></ul>
China	<ul style="list-style-type: none"><li>• Large Population.</li><li>• High Domestic Travel.</li></ul>	<ul style="list-style-type: none"><li>• Language is a barrier.</li><li>• Market penetration via social media will be harder since Facebook is banned in China.</li></ul>
India	<ul style="list-style-type: none"><li>• Large Population.</li><li>• High Domestic Travel.</li><li>• Smart phone penetration in India is estimated to reach over 760M in 2021.</li></ul>	<ul style="list-style-type: none"><li>• Potentially risk with cultural diversity.</li></ul>

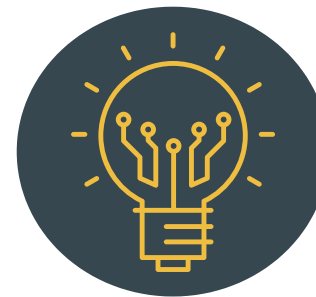
**INDIA** SEEMS TO BE THE IDEAL  
PLACE FOR THE NEXT LAUNCH  
CONSIDERING **SMART PHONE**  
**PENETRATION** AND  
EXPONENTIAL GROWTH IN  
**DOMESTIC TOURISM**

## Other Factors Favoring India



### Adoption Of English

Even with the cultural diversity, **English** has been adopted by many as their second language in India. This trend continues to grow as the country is undergoing **major digital transformation** across key sectors.



### Exponential Technology Advancement

India has claimed the spot of the second most connected nation in the world, with **560 million internet users**, as of 2019.



### Growing Market

India is predicted to be among the **fastest-growing markets** due to its **unprecedented growth of the middle class**. India will therefore present significant opportunities for companies from mature markets.



# KEY TEAMS TO INVOLVE

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## Product

- The involvement of the product team is essential to understand the inner working of the product.
- The product team can also guide on the version of the product that is going to be launched (Pilot or Full Feature).
- The product team will also help set the success metrics that needs to be tracked.



## Engineering

- The engineering team is important to assess the scalability and performance of the app.
- With the country that we choose and depending on the user base, the engineering team will help assess the feasibility of the launch.
- This team will also help set the data pipelines for the key success metrics.



## Marketing

- The marketing team will help with market research and help assess the market fit of the product.
- They will also be important to drive targeted campaigns and promotions to tap into underutilized segments.



## Finance

- The finance team will help assess the profit and loss of the app by weighing expenses against the potential sales by launching in this new market.

# DIMENSIONS AND METRICS

Dimensions	Metrics	Reasoning
<ul style="list-style-type: none"><li>Country</li></ul>	<ul style="list-style-type: none"><li>Population</li><li>No Of Smart Phone users</li><li>International Tourists</li><li>Domestic Tourism expenditure</li></ul>	<p>This dataset will help to target countries that have a large smart phone user base with a focus on International and Domestic Tourism.</p>
<ul style="list-style-type: none"><li>Hotels</li><li>Hotel Country</li></ul>	<ul style="list-style-type: none"><li>No Of Visitors</li><li>Avg Rate Per Room</li><li>No Of Rooms</li><li>Rating</li><li>No Of Chain Hotels</li></ul>	<p>This dataset will help to target countries with at least 500 hotels that have more than 1000 unique visitors,50 rooms, and a rating greater than 3.</p>
<ul style="list-style-type: none"><li>Location</li><li>Country</li></ul>	<ul style="list-style-type: none"><li>Avg Spending Capacity</li><li>No Of Hotels.</li><li>No Speciality Services</li><li>No Tourist Spots</li></ul>	<p>This dataset will further refine our scope by focussing on those locations which have at least 50 hotels with 1-2 tourist spots nearby. It would be also important to also assess the avg spending capacity of the particular location.</p>

# DIMENSIONS AND METRICS

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## Dimensions

- Competitors
- Country

## Metrics

- # Of Competitor Apps
- Customer Satisfaction

## Reasoning

Assessing the competitors would let us determine if there is a particular product fit within the market.

For travel booking apps, it is difficult to establish loyalty since not many people book it often and people just go with the best deals.

So a competitive analysis will help us determine if the product uniquely solves a problem users have.