

A3: Advertisement platform

I Identify the problem

- Currently a big problem that many local businesses have a hard time starting up with little to no advertising, paying for advertisement at a build up stage can be very difficult and not many can afford it. Due to this most people rely on luck by utilizing social media to advertise themselves but this could be a problem depending on your amount of followers.

II Set the target

- The target that we would like to achieve is to have a platform where a user can search/publish about local business and start to expand from there, without having the hassle of follower based self-advertisement or having the need to spend a lot of money.

III Analyze the cause

- Not every local business can afford to pay for a big advertisement, especially if it is just done by a single person, and you are not guaranteed to make your money back with said advertisement which could potentially leave you in debt. Self-advertisement is not always reliable given your follower base on any given social media.

IV Propose and implement counter measures

- Create a platform where you wouldn't rely on a follower base, instead it will be on a rating base and it would be cheaper to post on the platform instead of paying for a sponsor in another platform.

II Check / Evaluate

III Act and/or Standardize

- Given that it would be local based it won't be competing against many big companies that have chains of restaurants and/or businesses around the world, it will be a local place where your product will be doing the "talking" and given your good ratings your popularity might grow and give you good business.