Market Segmentation

For the next two years our head office will be located in Vaasa, Finland. However, we will still have branch offices in Nigeria as we look to penetrate the software market there. We will pay attention to the marketing our software and services to universities (schools) and companies in the country as we gradually improve our customer base.

Target Market Segment Strategy

We have created strategy to target the following organisations:

1. Universities (schools): Universities are going to find our product software useful for their students and members positions to willing and qualified students from our partner schools.
2. Manufacturing Industries: we have specialised software designed to assist manufacturing companies in many aspects of their operations such as supplier performance management. This companies can partner with us to create specialized software suit individual company specifications or manufacturing process.
3. Government: The Nigerian government will also benefit from our special software product designed to improve the efficient of workers in government parastatals.

Market Trend

The market trend on which our company hopes to ride is the need to automate processes in Nigeria. Activities ranging from academics to government functions are recently being automated using software with specialised application. This trend will be of advantage to the establishment of our software products.

Market Growth

A fast growing market in sub-Saharan Africa is the IT services industry.

Market Needs

Each customer will have the copyright permission and intellectual property rights for all our products handed over to them after completion. This is because we receive the importance of privacy especially as it affects very competitive fields and governments

Our products will be customer-specific utilising only the details and information provided by the customer regarding their enterprise. Our products will increase the ease of studying for university students and the ease of teaching for university lecturers.

Process monitoring will also be a feature of ur products for manufacturing industries so as to observe and correct errors that may be present in the processes.

Service Business Analysis

Many of our product are novel I the region therefore the heads of government section such as commissioners and directors in the civil service are our target. The university academic heads also are our targets. Financial officers from companies and Technical resources offices as well.

Business Participants

Since this novel in the region there are not any established potential competitors. Other software and automating companies that after similar services are potential competitors