Industry/Market Feasibility

**Industry Attractiveness Assessment Tool:**
1. Number of competitors: None
2. Age of Industry: Middle Aged
3. Growth Rate of Industry: Moderate Growth
4. Average Net Income for Firms in the Industry: High
5. Degree of Industry Concentration: Concentrated
6. Stage of Industry Life Cycle: Maturity Phase
7. Importance of Industry’s Products and/or Services to Customers: “Must Have”
8. Extent to Which Business and Environmental Trends are Moving in Favor of the Industry: High
9. Number of Exciting new products and Services emerging from the industry: High
10. Long-term prospects: Weak

**Target Market Attractiveness Assessment Tool:**
1. Number of competitors in target market: None
2. Growth rate of firms in the target market: High
3. Average net income for firms in the target market: High
4. Methods for generating revenue in the industry: Somewhat Clear
5. Ability to create “barriers to entry” for potential competitors: Can Create
6. Degree to which customers feel satisfied by the current offerings in the target market: Unsatisfied
7. Potential to employ low cost guerilla and/or buzz marketing techniques to promote the firms product or services: High
8. Excitement surrounding new product/service offerings in the target market: High

**Market Timeliness Assessment Tool:**
1. Buying mood of customers: Customers are in a moderate buying mood
2. Momentum of the market: Stable to loosing momentum
3. Need for a new firm in the market with your offerings: High
4. Extent to which business and environmental trends are moving in favor of the target market: High
5. Recent or Planned entrance of large firms into the market: No larger firms

**Conclusion:**
A. **Industry Attractiveness:** Based on the industry attractiveness assessment tool the App would have moderate to high potential. Although the social media industry itself is in the maturity phase, there is still no decline in usage or necessity for applications within social media. This venture would not necessarily have long-term prospects but since there would be no competitors I think it would be best to develop it to ideally sell to a known social media company.
B. **Target Market Attractiveness:** The target market has high potential. There is little to no competition. Firms in the social industry market have a high net income and do not need to spend money on marketing because of the quick nature of the social media sites themselves. The methods for generating revenue are somewhat unclear because it would only be a one-time charge for the application so there would be no repeat consumer. Contenters are unsatisfied with short 15-second videos and want to be able to offer more content to followers. This application would solve one blatant problem, thus creating a barrier to entry because there are not multiple ways to offer this same service once it is already invented.

C. **Market Timeliness:** Although many people may feel there is an excess of application available for social media, which would decrease their buying potential, the need for this specific action is high. No other firms offer a similar service so the market is open. Also, the “at home producer” of this age has lead to a boom in music that people are trying to self-promote, this would mean the trend is moving towards uniting all social media allowing musicians to saturate the market more easily.

D. **Industry/Market Feasibility:** Feasible

E. **Suggestions for Improving Industry/Market Feasibility:** To improve industry/market feasibility it would be necessary to come up with a way to generate revenue clearly. The application would also have to rely heavily on word of mouth to market itself.