Marketing Analysis

Student’s Name

Institution

Date

**Market analysis**

**Attractiveness of the Industry**

TenSci is a subscription based firm which provides computer services to customers. It is also supply computers and other products such as antivirus software and cloud computing and free maintenance services. Several studies indicate that for the last decades the computer industry has advanced and therefore, many companies and people are using computers at home and officers. According to Dalton (2016), the industry has also realized growth in all sectors including cloud services, maintenance and supply. A study shows that the demand for business computers has increased by almost 45% over the last two decades due to computerization which is being undertaken by different computers to realign companies to growth (Eliot, 2014). The technology breakthrough has made the demand of computers to be high and this has made the industry to be very attractive.

**Target market**

TenSci target markets are business individuals, corporate and gaming lovers. Since it provides high end computer for gaming and business and engineering and designers who require high spend computers. TenSci main focus would be the corporations, SMEs and individuals engineers and designers. Though the supply and sales of computer services would depend on the demand of customers, the company intends to focus on key markets in order to meet its sales target. Mostly the company targets individuals of age 18 years to 50 years, working and both in the middle and working class (Lenny, 2015). In terms of gender, TenSci targets all the gender since technology has been adopted by everyone and most people use it both at home and at work place.

**Customer needs**

The needs of customers depend on the purpose of a computer and the kind of work a customer intends to do with a computer. However, customers needs high speed computer, with a good graphic card and ram which can provide a better service (Tyler, 2017). Customers also require efficient services delivery where payment and delivery can be done without delay and what TenSci intends to offer the market.

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