**The Market**

Australia has a very high rate of pet keeping and ownership as according to a survey, around 62% Australian own pets. Research suggests that 13 % of people in Australia are expected to get a pet in one year[[1]](#footnote-1). The number of people interested in pets within age limits of 18 to 24 is 73% which is considerably greater than others[[2]](#footnote-2).

**Market targets**

AMICA is expected to target 20% of overall 62% of the population[[3]](#footnote-3) that own pets in one year. Sales targets are yearly based and the service will be provided as a mobile application that can be installed in any operating systems.

**Environmental/industry analysis**

AMICA is a long term requirement for industrial and domestic purposes as pet-keeping is increasing as stated in the market research. The market research also shows that pet-keeping is increasing at a good pace.

**Customer demographics**

Everyone who owns a pet or pet is a consumer of the product. Besides, organizations and farms that keep pets on large numbers for business purposes and government departments related to veternity and animal care.

**Key customers**

Key consumers of the product are farms and animal organizations which deal with pets in big number and government departments for pet care are key customers.

**Customer management**

Customer management is very central and the service follows all the principles of general customer care. A special icon of customer feedback I provided on the application portal which is dedicated to the consumers to put their concerns and issues related to functioning, accuracy, guidance and user interface.

**S.W.O.T. analysis**

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| The rapid growth of the market  Preferred use of technology nowadays | Issues related to software management  API development |

|  |  |
| --- | --- |
| Opportunities | Threats |
| Installation of GPS sensor with the pet for tracking. | Security management of the application. |

**Your competitors**

We have planned to do better from our competitors in terms of a number of services including training and feed planner, vaccinations, exercise planning and help from other pet owners while the majority of competitors are focused on one or two services.

**Competitor details**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Competitor | Established date | Size of the app | Ratings | Value to customers | Strengths | Weaknesses |
| Pet Cloud[[4]](#footnote-4) | May 2018 | 8MB | 3.5 | Arrange meetings by sending private messages before booking | Updates pet’s profile and set reminders about vaccinations at regular intervals | Do not have service to take the guide from other forums. |
| Soundproof puppy training[[5]](#footnote-5) | Dec 2018 | 72 MB | 4 | Easy to use user interface makes it possible for everyone to handle it. | Training mechanisms for dogs for playing and picking things | It is only limited to the dogs |
| ikibble[[6]](#footnote-6) | March 2016 | 38.4 MB | 4.7 | Easy food manuals based on pet’s history and physical health*.* | Focused on the main aspect of having a pet which is food. | It only focused on food and do not provide any other service*.* |
| First aid for app[[7]](#footnote-7) | 2016 | 7.6 M | 3.8 | Connected to local veternity clinics. | Provide procedural manuals in order to deal with the injury. | Not all the clinics are connected with the application so |
| iCam Pro[[8]](#footnote-8) | November 2017 | 42.3 MB | 4.5 | Remote monitoring of pets using user-friendly UX design. | The app is free and compatible with iOS latest versions. | The service is confined only in providing remote sensing. |

**Advertising & sales**

|  |  |  |  |
| --- | --- | --- | --- |
| Planned promotion /advertising type | Expected business improvement | Cost ($) | Target date |
| Advertising on social media platforms by pinning short videos of the app on top of twitter and facebook. | To attract social media users who own pets to purchase the app. | $5000 | 6 months |
| Advertisement on pet care forums | To attract pet owners on a larger scale and also | $7000 | 6 months |
| To use smart app banner on websites and blogs. | By projecting app in the blogging community. | Not specified yet | Not specified  yet |
| Adding app link in the email signature[[9]](#footnote-9). | Will further catch attention of users. | Not specified | Not specified |

**Sales & marketing objectives**

We are going to adopt advance forums to achieve sales profit by projecting our product to app stores and also will deploy our software with dedicated controls on demand.

**Unique selling position**

Some of competitor's product is only accessible for android or iOS users but AMICA is supported by both mobile operating systems.

**Sales & distribution channels**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Channel type | Products/services | Percentage of sales (%) | Advantages | Disadvantages |
| Google play store | A mobile application AMICA | About 30% of the percentage of sales is expected from the play store. | Due to more popularity and users, the play store is very useful[[10]](#footnote-10). | Challenge of API development |
| Apple app store | A mobile application AMICA | About 20% of the sales are intended via the app store. | To reach out to the market of users of IOS. | No apparent disadvantage. |
| Deployment on special demand for domestic use. | A full working portal. | This is based on demand, so the percentage is not fixed | To give some extra dedicated features, not available in apps. | To deal with issues related to maintenance of the portal. |
| For government depts. Of pet care | A full working portal. | This is based on demand, so the percentage is not fixed | Will result in more popularity and financial benefits. | Portal management. |

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