

SOCIAL INTERACTIVE IMAGE GALLERY – FOR PROFESSIONAL PHOTOGRAPHERS TO HOST THEIR IMAGES AND ENCOURAGE THEIR CLIENTS TO ADD THEIR OWN TO CREATE A STORY OF THE EVENT

POSITIVES

NEGATIVES

STRENGTHS

1. Not much competition
2. USP offers more than other galleries
3. Cheap running costs (Compared to shop run business)
4. Easily Updateable
5. Give value for money (Long term)
6. Start from ground up, limiting risk (i.e. not affording to pay staff etc)
7. Staff development by implementing further features and ideas
8. Setup anywhere

WEAKNESSES

1. Unknown costs (Development time, setup costs)
2. No guaranteed success
3. Slow startup (Before becoming known)
4. Time before profit made
5. Lack of experience
6. Effective management/distribution
7. Staff development (Time, cost)
8. Fairly expensive initial setup costs for website, mobile app and marketing
9. Lack of industry contacts to propel idea (For PR)

INTERNAL

OPPORTUNITIES

1. Working with external professionals
2. Word of mouth marketing (Cheapest method)
3. Could expand into other mobile devices
4. Worldwide usage (+ millions of users)
5. Chance to build repertoire of contacts for use with other future projects and opportunities
6. Make a lot of money (With lesser marketing costs when solid user base achieved) – How many advertisements do you see for social media sites?

THREATS

1. Other companies (Well known social media sites)
2. Lack of users (Could prefer free methods (Facebook))
3. Marketing costs
4. Getting enough clients to make profit
5. Price wars
6. Tax
7. Bigger companies steal USP for their own service
8. Unknown ongoing stability in market
9. Marketing feature on gallery could fail if incorrect pricing structure

EXTERNAL