

BUSINESS PLAN 'Mobile Application – Loyalty Program'

<https://marketpublishers.com/r/B2820C6C45AEN.html>

Date: December 2014

Pages: 79

Price: US\$ 600.00 (Single User License)

ID: B2820C6C45AEN

Abstracts

The report is half ready. The updating and translating process takes 3-5 business days after the order confirmation.

Project Description

Idea and essence of the project: development of mobile application for Android and iOS, which will become the mobile loyalty system with the working title «ShakeWallet».

Geography of the project: Russia.

Audience of the Project:

facilities of entertainment and leisure in Russian Federation (RF);

visitors of facilities – users of mobile applications (core audience – solvent population of Russia aged 18-45 years).

Competitive environment (applications – loyalty programs):

Starcard;

Sailplay;

Fidme.

Excerpts from Research

Within the project, mobile application for Android and iOS operation systems was developed by the initiator.

Application will be based on the idea of mobile loyalty program with the working title «ShakeWallet», which essentially is a single electronic discount card, but has a branch, which provides the saving of bonus in a course of use with the following exchange the accumulated points for presents/discounts in the respective point of sale.

Due to the «ShakeWallet», the visitors of leisure facilities do not need to keep dozens of discount cards with them, buy coupons or collect stamps: it is enough to install the application to their smartphones, accumulate the points for visiting of facilities, scanning the QR-code, and receive presents in the future.

The main feature of the project will be the gamification of the «ShakeWallet» application: clients visit the facilities, gain points and receive presents.

The principle of service is simple enough –in facilities the special menu-holders with QR-code are placed on the tables. Guests scan QR-code via telephone at each visit. They gain points for each visit and exchange them for presents: drinks and dishes, discounts or «chips» of facilities.

Application uses the geolocation and each QR-code is attached to its facility. Also facilities can send the push-notifications for clients, conduct surveys and use analytics.

It is necessary to register on the official website to begin the cooperation with «ShakeWallet». After that, the company's manager will contact with a potential project partner, provide the access and equipment for test period. After the free of charge period, facilities choose an appropriate variant among set of paid subscriptions.

Mobile application operates on the iOS and Android platforms; user can download it in App Store and Google Play.

Global smartphone supply has increased by 23.1% in Q2 2014 over the similar period of 2013 and amounted to *** mln devices. This is a record volume in comparison with other quarters, marked by analysts.

Russian smartphone market has increased to *** mln RUB in Q3 2014, the number of

sold devices has amounted to *** mln. As opposed to the previous reporting period, the smartphone market in rubles showed the positive dynamics during the year, increasing by 19.4%.

Despite the fluctuations of exchange rates, the Russians continue to buy the mobile devices. But the preferences of Russian users of mobile devices continue to shift to the cheaper models such as Fly, Alcatel or Explay.

An average price for smartphone in Russia has declined to *** thsd RUB (by 14.9% for a year). In terms of market price categories in Q3 2014, the positive dynamics is fixed only in segment of devices of the budget category, which are valued up to 5 thsd RUB. In July-September, *** mln of such smartphones were sold, which is two times more than in previous year.

As for the Russian market, the positions of Android platform, which is the base for most devices in different price segments, have been strengthened in Q3 2014 – its share in Rubbles has increased to *** bln RUB (growth by 72,4%), in unit – to *** mln devices (growth by 85,5%).

For the period of June 2013 – July 2014, the number of applications in Google Play has increased by 60% and their total revenue – in 2.4 times; Taiwan and Indonesia have closely approached by the revenue to Great Britain.

Contents

1. PROJECT DESCRIPTION

2. MARKET ANALYSIS

2.1. Smartphone Market

2.1.1. Russian Smartphone Market

2.2. Market of Android and iOS Based Devices

2.2.1. State of the Russian Market of Android-Based Devices

2.3. Market of Mobile Applications

2.3.1. Market of Mobile Applications in Russia

2.3.2. Consumer Preferences in Segment of Mobile Applications

2.4. Market of Loyalty Programs

2.4.1. Market Tendencies

2.4.2. The Main Players of Loyalty Programs Market

2.5. Consumer Environment of the Project

2.5.1. State of Entrepreneurship in RF

2.5.2. Number of Project Audience in Cities-Millionaires

2.5.3. Consumer Behavior

3. COMPETITIVE ENVIRONMENT

4. MARKETING OF THE PROJECT

4.1. Channels of Attraction of Audience and Analytics

4.2. Internal Promotion Methods

4.2.1. Promotion through Application Stores

4.3. External Promotion Methods

4.3.1. Promotion of Applications in Overviews

4.3.2. Promotion of Applications in Social Networks

4.3.3. Creation of Application Page

5. OPERATIONAL PLAN

5.1. Project Personnel

5.2. Technologies Used for Implementation (the iBeacon system)

6. FINANCIAL PLAN

- 6.1. Project Assumption
- 6.2. Project Seasonality
- 6.3. Sales Volume
- 6.4. Revenue
- 6.5. Personnel
- 6.6. Project Costs
- 6.7. Taxes
- 6.8. Cash Flow Statement
- 6.9. Cash Flows
- 6.10. Indicators of the Project Economic Efficiency

7. SENSITIVITY ANALYSIS

INFORMATION ABOUT THE «VTSCONSULTING» COMPANY

LIST OF DIAGRAMS, TABLES AND FIGURES

- Table 1. TOP5 of Smartphone Producers (mln units)
- Table 2. Amount of Sold Smartphones Based on Different Operation Systems, mln units
- Table 3. Potential Number of Project Partners in Cities-Millionaires of RF
- Table 4. Profile of the Starcard Application
- Table 5. Profile of the Sailplay Application
- Table 6. Profile of the FidMe Application
- Table 7. Project Personnel
- Diagram 1. Dynamics of Growth of the Russian Smartphones Market, bln RUB
- Diagram 2. Dynamics of Sales Volume Growth of Budget Smartphones Segment
- Diagram 3. Share of Phablets on the Russian Smartphones Market, 2014
- Diagram 4. Dynamics of Sales of Android Based Devices in Terms of Producers, 2013-2014, mln units
- Diagram 5. Dynamics of Sales Volume Growth of Android Based Smartphones in Russia, mln units
- Diagram 6. Revenue from Sales of Android and Apple Based Smartphones in Russia, bln RUB
- Diagram 7. Growth of Application Number in Google Play, mln units
- Diagram 8. Quarterly Global Revenue of Application from Google Play (Q1 2013 is a base of comparison), bln EUR
- Diagram 9. Segmentation of Downloading Application by Their Types
- Diagram 10. Annual Growth Rates of Mobile Application Market, %

Diagram 11. Distribution of Downloads by Users' Interests

Diagram 12. Distribution of Small and Medium Enterprises Depending on Field of Activity

Diagram 13. Share of Small and Medium Enterprises in the Total Revenue Share of the State

Diagram 14. Consumer Behavior at the Searching Applications for Downloading

Figure 1. The Shopkick Application

Figure 2. The Pirq Application

Figure 3. The Juengo Application

Figure 4. The Front Flip Application

Figure 5. The Starcard Application

Figure 6. The Sailplay Application

Figure 7. The FidMe Application

Figure 8. Strategic Competitive Canvas

Figure 9. TOP Applications in Google Play

Figure 10. ??? Applications in App Store

Figure 11. Example of Appearance of Application Description

Figure 12. Promotion on the iPhones.ru Website

Figure 13. Promotion on the Droider.ru Website

Figure 14. Promotion through Specialized Thematic Sites

I would like to order

Product name: BUSINESS PLAN 'Mobile Application – Loyalty Program'

Product link: <https://marketpublishers.com/r/B2820C6C45AEN.html>

Price: US\$ 600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B2820C6C45AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970