SWOT analysis

- Strengths:

    - App's modern design and transparency

    - Unique selling point = eco-friendly destinations

    - Connected with its customers through social media

    - Constantly refreshed data

    - Information about first destinations from the first hand (Antwerp, Varazdin…)

    - Useful information; important for every traveller (required ID, working hours…)

    - All information gathered on one place

- Weaknesses:

    - Too reliable on other businesses (in tourism)

    - Low speed of collecting data

    - Internet is required to access our app

- Opportunities:

    - Strong growth in ICT market – number of downloaded apps has increased, and some forecasts say it will still increase in the future[1]

    - Number of international tourists is still increasing over the years[2]
    (1. 161 billion in 2014)

- Threats:

    - Apps and websites offering similar information – intense competition

    - Countries' economies have a great effect on frequent changes in tourist offers

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[1] https://www.statista.com/statistics/323740/number-of-apps-downloaded-uk-forecast/
[2] http://data.worldbank.org/indicator/ST.INT.ARVL?end=2014&start=1995&view=chart

Ansoff matrix

- Market penetration:

  - Cooperate with Marketing Department in order to improve our marketing mix (product, price, place, promotion)

  - Improve the loyalty of our customers by offering them some kind of discounts

- Market development:

  - Conduct effective market research

  - Use more various range of offered locations (local knowledge is required)

  - Focus on collaboration with tourist boards, so our app wouldn't be limited on ICT

  - Try to explore effective distribution channels for achieving this strategy

- Product development:

  - Conduct effective market research

  - Explore what kind of apps connected with tourism are missing / what features of our existing app should be implemented in it

- Diversification:

  - Conduct effective market research

  - Determine the attractiveness of the market and the cost of entering it

  - Explore the possible tie-ups with other businesses

  - This one is not advisable, especially not for a new product like TravelmAPP! (Therefore, this strategy should immediately be discarded in this case)