

FEASIBILITY ANALYSIS OF A PORTUGUESE STARTUP IN THE BRAZILIAN MARKET

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ABSTRACT

Nowadays is being noticed that offer someone a present can be enhanced by a pleasant, innovative and user-friendly experience, making it more dynamic, innovative and creative.

At the same time the application Pin2Give is being developed, this project in the field of business administration and technology, seeks to analyze aspects of the market potential of the Pin2Give marketplace application, in the gift segment, and the development of a marketing plan.

METHODOLOGY

The market potential will be analyzed through two research methods:

- 1) Exploratory Nature
- 2) Descriptive Nature

DATA COLLECTION

- 1) Direct and unstructured online interviews;
- 2) Survey using an online questionnaire;
- 3) Secondary Data.

The sampling technique used in both cases will be non-probabilistic for convenience and also for quotas.



JONAS, 43 ANOS

- Businessman;
- Likes to fulfill social obligations, but doesn't have much time;
- Lives in the Mossungue neighborhood.

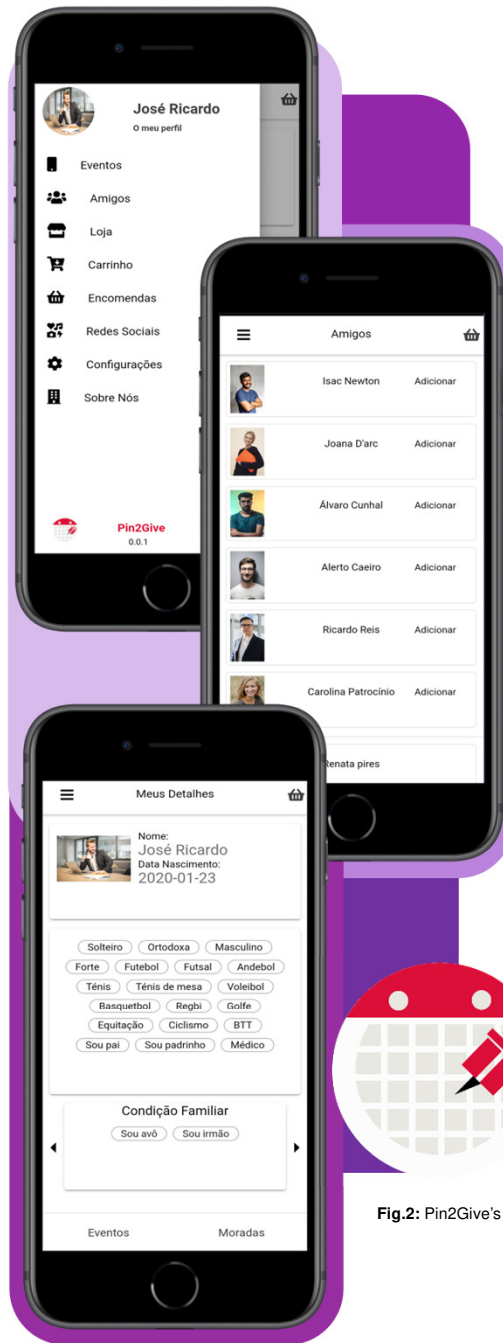


Fig.1: Application Screenshots.



Fig.2: Pin2Give's Logo.

RESEARCH CITY

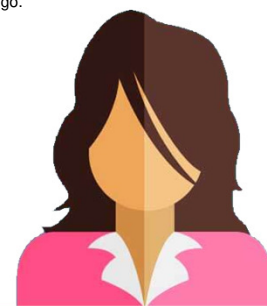
- The research will be conducted in the city of Curitiba, Brazil;
- It reflects a consumption pattern aligned with the project aim.



Fig.3 – Location of Curitiba, Brazil.

PRELIMINARY RESULTS

- As the project is in progress, the results are still preliminary and need to be matured;
- Although, it is possible to infer, based in a finished exploratory interview, the potential consumer and its characteristics – the “personas” right below.



LÚCIA, 39 ANOS

- Manager;
- Has a hectic routine and uses many service apps on a daily basis;
- Has a big circle of friend she cares about.