

Product service idea: target marketing and market research essay examples

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Entrepreneurs and other players in the market prefer travelling to explore marketing opportunities or to spend their leisure. Along the way, they meet other potential business partners or vital information necessary to sustain their businesses. This sets preference to mobile/tablet application with information saving features. Since, travellers move to various regions, it is certain that they may need an application, which can support different languages. Some of the benefits travellers accrue from using this mobile/tablet application are as follows.

Considering that the success of a business depends on information, mobile applications supporting this feature will ensure that the business entity has back-up information. In an event of an accident, he can still recover business information. Information saving features helps a traveller to control and own data, which might have been collected during the journey; he can disseminate and receive data to and from his clients (Smith, 2009). In this case, the traveller enhances and improves his business operations.

Applications that support different languages may alleviate language barrier problem (one may record and use the application to translate) considering that, the traveller do not understand the common language in the new area. Since this mobile/table application, can cite the locations of accommodation and hospitality facilities, as well as give a review regarding their ratings and services offered, it will helps a traveller to budget and manage his funds accordingly. In addition, some features like traffic gauge can help a traveller to select routes, with little or no traffic congestion in order to save time and resources. Travellers may also benefit from information regarding natural features close to their location; they can learn more about landmarks,

historical points of interest among others. Since businesspersons or any other traveller may prefer direct flights to places, “ flight stats application” can help them book their flights and know the time departure time without consulting the flight company.

References

Smith, C. L. (2009, July 3). Mobile phone applications for travelers - by C L Smith - Helium. Helium - Where Knowledge Rules. Retrieved January 16, 2013, from <http://www.helium.com/items/1504354-mobile-phone-applications-for-travelers>