

Competitors for pint please app

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Competitors for Pint Please App

Pint Please App has many competitors who provide the services of the beer advertisement. Just like Pint Please App, the competitors provide information on the places to get a beer. The competitors include BeerAdvocate App, CraftBeerDirectory and Beervana App among others. All those companies provide beer promotion services like Pint Please App (Pint Please 2014).

Weakness for the Competitors

The competitors have some weakness that Pint Please App does not have. The competitors App are not effective because they are designed in a way many people can not use them. The beer App needs to be simple because when an individual is drunkard does not need to struggle in searching information (Vihavainen 2014). Pint Please App focuses on countries with prevalent beer culture like Denmark, Australia, Netherland, Belgium, Germany and Czech Republic but the competitors does not consider beer culture before establishing their product. The competitors are not able to trace the appropriate market like Pint Please App does (Lemarchand 2014).

Solution to Reduce Competition

In reducing competition, Pint Please App should be accessed for free without the need for internet connection and will attract more people to use Pint Please App. The mobile phone sellers should also be paid to show the buyers on how to use the Pint Please App (Zarrell and Zarrella 2010).

Promotion Plan to Be Used

Pint Please App should be advertised in a variety of social media in order to create awareness across the world. The App should be installed to the phones for free so when an individual buys a phone can access the Pint

Please App (Pride 2011).

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