Starlink Technologies Situation Analysis

**Target Markets**

Starlink Technologies new product will target residential homes; this target market will be made up of both existing and potential customers. Residential homes provide a strong target market for the new product because demand for home broadband services has been increasing in recent years. According to Zhuang and Cappos (2013) ordinary home internet users are now preferring to have their own hoe internet services installed by reliable providers so that they can enjoy the freedom of internet connectivity. Moreover, the choice for target market is also based on the rationale that residential homes use internet services for their portable devices such as phones and laptops as well as smart televisions, and this will increase revenues for the company. In terms of demographics, new product will target middle and high class earners. Additionally, the new product will also target people of ages 25-45 who are living in residential areas. Apart from the home market, Starlink Technologies will also be targeting other markets and particularly emerging markets. According to Lemon (2010) emerging markets have shown increasing access to the internet as compared to other nations. Starlinks Technologies will therefore target residential homes in emerging markets for its expansion activities regarding the new product.

**Market Needs**

While there are many internet service providers, not many of them provide reliable and fast home internet services. Majority of the providers focus on providing internet services to business, and allocate a minimal percentage to residential homes. The first unmet need that the product will meet is provision of reliable internet access for residential homes. Netcolink will have minimal interruptions unlike existing services where the interruptions can be on a daily basis. The customers are expected to benefit by accessing home internet at low costs and high connectivity speeds. The other benefit that the customers will get is excellent customer service, and technicians in place to deal with any interruptions.

**Market Trends and Growth**

One of the market growth trends that the new product will capitalize on is the growth of the internet services providers. According to IBIS World (2016) the internet service providers markets is growing at a rate of 9.3% annually. Starlinks will capitalize on this opportunity by seeking to introduce the new product to go along with the market growth. The other market trend that the new product will capitalize on is the increase in demand for broadband services particularly in emerging markets. According to the White House (2013) there has been an unprecedented increase in demand for broadband service, as providers seek to increase connectivity. One of the online and internet market trends that the company will use is the increasing use of mobile over desktop (DeMers, 2016). The company will leverage this trend by creating a mobile application that can be used by its customers to make payments and raise any queries about the product. The other online and internet the company will take advantage of is the increasing use of social media in advertising. This trend will be leveraged by ensuring that the company integrates social media into its advertising strategy for the new product.

**SWOT Analysis**

The strengths Netcolink as a product include the fact that it provides the company with a chance to diversify its product offerings. Starlink Technologies will add Netcolink to its product line, and this will strengthen its market share. Additionally, the new product also has the strength of having an already established customer base both in the home market and the countries it is planning to expand. However, the new product is countered with the weakness of high cost of installation of service to its various customers particularly in new markets. The primary opportunity that the product has is expansion to emerging markets where access to home internet is still low. Moreover, the new product also has the opportunity of bringing in new customers for the company. Despite these notable opportunities, the new product faces increasing competition from existing service providers. The other threat is the navigation of legal and political frameworks in the emerging markets.

**Competitive Review**

The main competitors in the global internet service providers are AT&T, China Telecom, NTT and Verizon Communications. AT&T is the leading internet service provider and provides its services to various businesses around the world. The firm mainly uses a partnering strategy where is partners with other firm in countries it expands to enhance its position. China Telecom which is the second largest internet service provider uses the strategy of entry into emerging markets where connectivity is relatively low. NTT comes in at third position in the market, and competes closely with China Telecom and AT&T. Verizon which is the fourth largest internet service provider uses a different strategy by focusing on streamlining its wireless services and limited its diversification activities (Gryta, 2016).

**Product Review**

The main features of Netcolink include the fact that it brings innovativeness for the customers by offering them with additional services. For example, customer will have the opportunities of streaming live games as well as high definition movies. The other feature of the product is that customers will be able to share their internet with other people at no additional costs. Additionally, customers will also have the benefit of a one year warranty to guarantee high performance of the product.

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