

Strengths

- * Third party app connecting a service with a need.
- * Create a credible brand that offers top of the line tutors
- * Adapt fresh perspectives that our competitors have not implemented yet.

SWOT Analysis #2

- * Offer cheaper rates than our competitors
- * Hire people that tutor locally and provide them with bookings
- * Have ~~advantages~~ advantages of being a social media app in our digital era versus locally owned tutor companies
- * Establish loyal customer relationship.

Weakness

- * Harder or more expensive to find a loyal customer base.
 - * Gaining trust/credibility as a young brand.
- Competitive Strategy:
In order for the tutoring app to be successful, then I would suggest that they spend a lot on promotion which is to market their brand as a credible tutoring service in order to develop a loyal customer relationship through a loyalty rewards program.

Threats

- * Cheaper prices found somewhere else
 - * Overly saturated market
 - * More experienced competitors/tutors
- Recruiting Process:
In order to recruit customers, I would promote the tutoring services on apps like TikTok and Instagram, since there is a large demographic of young people on there. For tutors, I would hire people fresh out of college, or experienced tutors from local owned tutoring locations and offer them a side gig.

Strengths

- * Good at directing in the music world.
- * Good at connecting individuals/artists to gigs.
- * Good at finding local venues in need of booking artists.
- * Good at scouting future talent
- * Good at keeping deals realistic, and not getting anybody's hopes up
- * Being 100% transparent.

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Opportunities

- * Venues constantly need an artist to perform at their venues.
- * Many social events that have individuals working in that industry
- * Connecting/networking previous contacts in order to form deals.
- * Forming a strong and credible brand.

SWGT Analysis #1
About myself.

Weakness

- * Weak at being a bossy person, which is a skill needed for managing
 - * Not very experienced in the managing world.
 - * Having to go into the real world to scout an artist.
 - * Being stern when it comes to finalizing a deal.
- Short Term Objectives
Become more connected in the industry
Develop leadership skills
Acquire an artist to manage

Threats

- * Too many individuals need an artist manager.
- * Venues might want somebody with more experience
- * Hard industry to tap into and work out successfully
- * An overly saturated market.
- * Not having enough connections