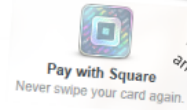




TheCaseSolutions.com

Square
Target market

A Couple of Squares:
Pricing for the Future
Harvard Case Solution &
Analysis



Square is for everyone

- Small businesses or individuals.
- Businesses across Australia are wondering to satisfied customers demands and capture new sources of profits through making it easier for them to pay for goods and services

Square
Logo

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Pay with Square

never swipe your card again.

Square target market need to have:

Made for mobile.

Pay with Square on a large and ever-growing collection of popular smart-phones. The app is compatible with iOS and Android devices.

iOS

iPhone 4S	✓
iPhone 4	✓
iPhone 3GS	✓
iPhone 3G	✓

Compatible with Apple devices running iOS 4.1 and up.

Android

Samsung Galaxy	✓
HTC EVO 3D	✓
Google Nexus S	✓
Motorola Photon 4G	✓

Compatible with Android devices running Android 2.2 and up.



Target Market

- Small business are growing in Australia, they generates half of the employment, which is almost 4.8 million people (australian government, 2011)
- There is a rapid growth rate, almost (95.5%) of Australian businesses are small.
- There is increasing number of Australians using their mobiles to make payments.



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Competitors



Low cost guerrilla and/or buzz marketing

- Online marketing
- Partnerships with retailers and cell phone service providers.
- Customers sign up directly through the homepage of square website or by purchasing a reader a store with a 100% mail-in rebate(Parker, 2011).
- Square has enjoyed booming online buzz and word of mouth promotion

