

# Introduce StarDetect to the Smart Tourism Market

*This thesis explores the possibility of small satellite applications in smart tourism within the context of small satellite technology startup StarDetect. The result of this research was a roadmap for introducing StarDetect's satellite service into the new market.*

## Smart Tourism Market

Inspired by the two emerging trends from the Strategic Trends Scanning, "Smart applications" and "Green consumption", the Smart Tourism market was selected as a new market for StarDetect to enter. Smart tourism aims to use destination data to improve the tourist experience, enhance tourism business efficiency and maintain destination sustainability.

## Insights for Entry Strategy

By literature review, SWOT analysis, Brainstrom session and Interview, insights for StarDetect to enter the Smart Tourism market was found as follow.



## Finding New Market for StarDetect

At present, China's commercial market for small satellites is still immature, the main users of satellite technology are government and research institutions, the application areas and business opportunities are limited. Under this low commercialisation market environment, as a start-up company, StarDetect is facing the challenge of finding new business. Therefore, the goal of this thesis is to design a roadmap for StarDetect to enter new business markets and build a strategic advantage for future growth.

## Final Roadmap

