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Customer analysis. Case: “The Heist”.



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ABSTRACT

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PREFACE

The thesis will be based on quantitative research. The several techniques such as structured questionnaires and participant observation will be used.

To understand the theory of business idea development different sources such as books, the internet and magazines will be used. Most of the theory will be taken from the books related to a business idea.

In order to get a picture of the market, last trends, target customer groups and industry the primary and secondary data will be collected. Primary data will be compiled through the interviews with the professionals of the industry and questionnaires provided to potential customers. Secondary data will be collected through the books, the Internet and social media.

Ethical issues such as copyright, sources and permits from collecting the above mentioned data will be reported in the thesis.

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1. INTRODUCTION

For a long time the author has been dreaming of being self-employed owning a business. During the studies in the University of Applied Sciences the author has been searching for a business idea that would meet his interests and become product which will bring a profit.

For the time living in Kajaani, author has noticed lack of entertainment in the city. However, activity tourism is rapidly growing in this town and many sport related activities has been established during the past time. In fact, one of author's hobbies is airsoft. Since rapid growth of sport activities and events in Kainuu area the author has been inspired by the idea of developing the airsoft related activity.

The main purpose of the thesis is to write customer analysis to prove potentiality of the business idea.

The objective is to develop specific business idea in airsoft sphere. Future enterprise will be a company managed by author. During the thesis process author will conduct the research and market analysis.

"The Heist" is the fresh idea which will give people the opportunity to do something they have always wanted or at least thought about it – bank robbery. However not everyone wants to be a criminal and therefore has been created the idea called "The Heist" - simulation of a bank robbery: real money, almost same equipment, security guards, action and adrenaline. And what is even more incredible – it is legal!

To help development of this specific business idea author has been participating NY Start-up program in Kajaani University of Applied Sciences. There the idea found other followers which then joined the team to develop it together. During the program author has gain knowledge how to develop a company from the idea to the release.

The main emphasis of this study will be on customer analyses. The success of this business idea based on amount of customers participate the activity. Likewise it is

important to understand customer preferences to develop the idea which will keep participation of customers. The best way to understand if potential customers like this idea is to ask them by providing questionnaire.

2. AIRSOFT

Airsoft is one of the fastest growing outdoor activities in the world and for an adventure sport it is surprisingly cheap to play and easy to get involved in. (European Airsoft Association)

Airsoft guns

These types of gun were developed back in the 1980`s in Japan. At the time a real gun was actually difficult to acquire so the airsoft gun was developed as an alternative option for those who were enthusiastic about guns. (<http://www.airsoft-guns-gas-electric-spring.com/airsoft-history-background-of-air-soft-guns.html>) modified

Airsoft guns are non-lethal reproductions of real fire arms. They may be presented in the original size or as a smaller version. Airsoft guns may be powered by three types: spring powered, electric (AEG the most popular type) and gas powered (GBB – Gas Blow Back usually the most realistic replica of real guns). Spring-powered are the first version of airsoft guns. Then AEG and GBB. All airsoft guns shoot plastic pellets 6mm size. They also may vary in weight of 0.2 grams to 0.88. Professionals tend to use a pellet of 0.2 or 0.25 grams for best for accuracy and distance. (Luis E. Martinez, 2008, 12-34)

In the 1990`s fighting grounds developed an activity where group of people could fight against each other simulating “war”. After airsoft popularity has grown, the rules, game types and special play areas have developed along with the guns and gun accessories. (<http://www.airsoftking.com/airsoft-games.htm>) modified

The Rules

Adam Wilson in 2013 presented some general rules for airsoft games:

- If the body or gear (except the weapon) is hit, the player is out.

- When hit the player shouts “Hit word” and raises his arm or red fabric.
- After being hit the player must go to the safe zone.
- After the hit the players must stop any communication within the game.
- Friendly fire counts as a hit.

Safety

For your own safety and safety of others follow basic rules:

- Do not show your guns in plain public view.
- Play airsoft games only in designated areas.
- For personal safety wear goggles (long sleeve shirts and headwear for additional protection).
- Do not remove goggles while in a game.
- When in the designated safe zone always keep your guns safety on.

Airsoft is a sport which simulates real military combat with airsoft guns instead of real firearms. However protection is needed to prevent any possible injuries (most dangerous: eyes and teeth). (Adam Wilson, 2013)

Airsoft games

Airsoft games are organized activities in which players use airsoft equipment. Originally developed in Japan soon became popular in the United States. Initially they were used for target practice and range shooting then they became popular using in airsoft games. (Adam Wilson, 2013)

Airsoft games may vary depending on different factors. Gameplay may change depending on place, number of players or equipment.

The most common scenarios for airsoft are skirmish matches and team-death match. These game styles are very popular within players of any level of skills

and experience. Skirmish games are informal regarding such matters as rules and dress. Usually in these matches players usually add some objective such as capture the flag, hostage rescue or bomb disarm. There may be any other objective depending on creativity of players and equipment they have.

All airsoft players must work on the honor system to call their hits. However it does not work sometimes so some of game fields have a referee.

The Irish Airsoft Association highlights two main types of gameplay:

"Woods Ball"

Player divided into teams and each team has an objective (or it may be several objectives) depending on the game scenario. Completing an objectives leads a team to a victory. The game types in turn depends on playing area. For instance for the game types "Fortress Rush" or "CQB" the best area would be a building or a warehouse what will make a game more realistic. However some of the scenarios may be played on any type of playground. For example one of the simplest in terms of the rules scenario called "Team Deathmatch" may be held in a close area (buildings, warehouses etc.) as well as open area (forest, weald etc.). The variety of the scenarios are very large and it is not limited to the existing number of them. The players always create new game types and scenarios.

"MilSim"

This type of gameplay is much closer to real war situations. Players take roles of military personnel and usually spend a full day and night or weekend of play using the equipment and guns replicas which are copied from real military gear and weapons. The objectives of the MilSim (Military simulation) game type has more tactical component than in "Woods Ball" and in MilSim players achieve different goals by completing missions during the story line.

3. BUSINESS IDEA

3.1. Defining business idea

As the objective of the author is to develop business idea it is important to understand the definition of business idea and why it is necessary to accomplish the target group analysis in this case.

It is well-known fact that all the great businesses and inventions starts from a business idea. After business idea is created it is a starting point to search different kind of sources to develop it.

As a rule business idea comes on the base of hobbies, interests, social communication and etc. There is no limit how a business idea may come to a person: conversations, observation or involvement in transaction. (Gerald Anderson, 2013, 24)

If you are looking for business ideas, the best is to look around for a groups of people who share the same problem or have a specific need. Business Idea should give to customers as much value as possible and keep them happy to bring them in and keep them as long as possible. (James David Rockefeller, 2017, 1)

So as James David Rockefeller highlights: "If you are looking for business ideas, the best is to look around for a groups of people who share the same problem". Basically if there are groups of people who are looking for new entertainment it will be wise to develop an idea in the sphere of entertainment.

To develop successful business idea the entrepreneur should take in consideration many different aspects. One of them is to choose whom business idea will work for – potential customers.

3.2. Business idea "The Heist"

Describing the idea will give better understanding of the further research.

"The Heist" is a travelling activity that provides the experience of a robbery. It is a pop-up company and takes place in a town for one week once a year.

The goal of the company is to provide a new experience in sphere of entertainment. To achieve this goal the company is going to sell innovative transportable service with a unique theme and simple concept.

Develop rural areas by providing entertainment activities to Finnish people.

There exist several companies providing entertainment in Finland. This industry is growing because there are not many activities in Finland people can participate in. The company is going to cover bigger part of Finland by travelling from town to town.

"The Heist" project is a fresh product on the market providing a unique experience. This gives the company opportunities to attract attention at already first stages. Uniqueness and mobility will make "The Heist" company succeed in entertainment industry.

4. SEGMENTATION AND TARGETING

4.1. Segmentation

To analyze potential customers, segmentation process needs to be done.

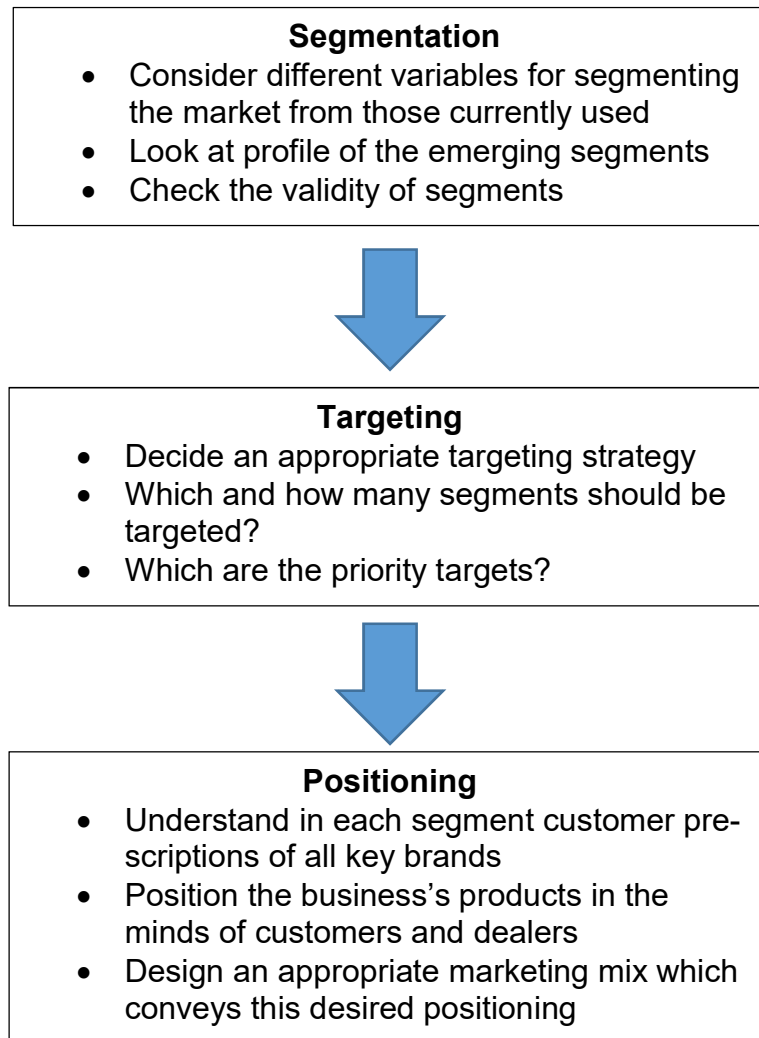


FIGURE 1. The segmentation process. (Sally Dibb and Lyndon Simkin, 1996, 12) modified

There are two basic steps to aggregate customers into groups:

Step 1:

Group together customers with similar product requirements and buying behavior. It is necessary to select those which clearly distinguish between different product requirements. Figure 2 illustrates different segmentation bases. It is important to be aware that choosing segmentation bases is a fairly subjective process so it may be possible that there is no best way to segment particular market. (Sally Dibb and Lyndon Simkin, 1996, 12-13)

Step 2:

When segments are identified using base variables as much as possible must be done. It is necessary to understand the characteristics of the customers in those segments. This will make it easier for the marketer to design a marketing program applicable to the targeted segment. Building up a better picture of segments is called profiling and uses descriptor variables. It is important that base variables is used to allocate customers to segments and then to build up a profile by descriptors. (Sally Dibb and Lyndon Simkin, 1996, 13-14)

Basic customer characteristics	
	• Demographics
Age	Sex
Family	Marital status
Race	Religion
Family Life-Cycle	
	• Socio-Economics
Income	Occupation
Education	Social class
	• Geographic location
Country	Region
Type of urban area	Type of Housing
Urban/Rural	
	• Personality, Motives and lifestyle
Consumer's personality	
Motives for purchasing/consuming	
Consumer's lifestyle and aspirations	
Product-Related behavioral characteristics	
	• Purchase behavior
Brand loyalty versus triggers for switching	
	• Purchase occasion
Novelty	Frequency
Event	Dealer Location
	• Benefits sought
Perhaps the most popular consumer segmentation base the benefits sought by the consumer from purchasing, consuming, having the product or service	
	• Consumption behavior and user status
Heavy users versus light and non-users	
	• Attitude to product/service
Different consumers' perceptions	

FIGURE 2. Segmentation bases in consumer markets (Sally Dibb and Lyndon Simkin, 1996, 14) modified

4.2. Main target groups

Now when the segmentation process is done main target groups should be identified.

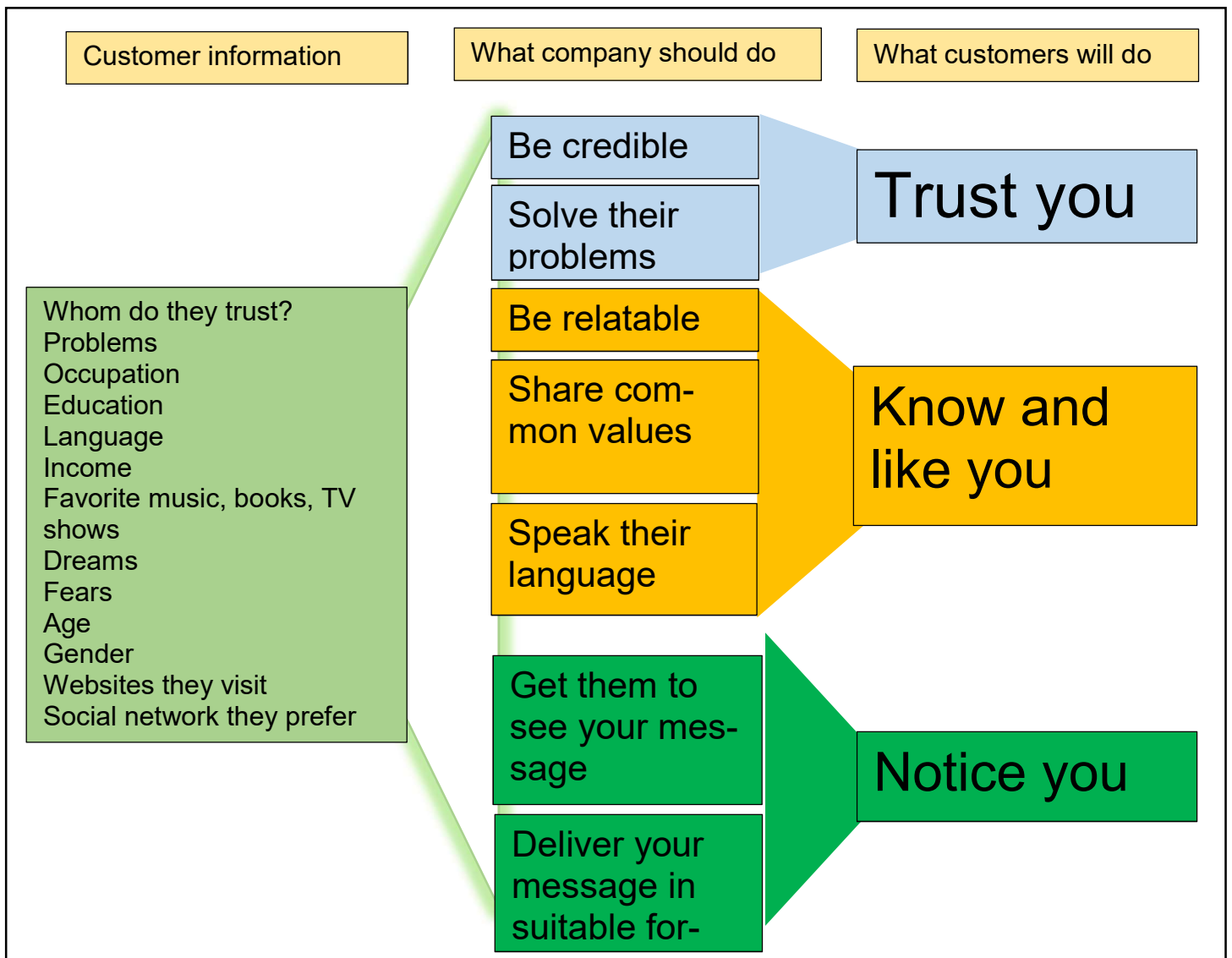
Main target audience for the company are people that are first-time buyers and non-first-time buyers.

Company can have more than one customer group. The most important target groups should be identified first and the demographic profile should be constructed for each group. (Abdu Hamir Mar Iman, 2002, 348)

To identify main target groups the basic customer characteristics must be done. Figure 2 may be used to help this process.

It is very important to understand what emotions drive customers' buyer decision. Knowledge about your customer will help to build your business that customers will like. Figure 3 shows how from different information from customers form three main point to make the business successful.

FIGURE 3. How identifying your target audience will turbocharge your business.
(Gill Andrews, 2017) modified



5 ANALYSES

5.1 Business relevant

One factor that makes airsoft popular and this specific business idea potential is guns.

Many people would like to have their own firearms or at least shoot them at the range or even at your own background. However for majority of people owning a real gun is beyond the means for different reasons (e.g. price, owning a license). The best alternative to real firearms is airsoft guns. They are cheaper than their real versions, they are easy to use and they do not require license.

Below presented comparison of real gun versus airsoft replica:



FIGURE 4. Comparison of real gun and its airsoft replica. (<http://www.edmontonpolice.ca/CrimePrevention/PersonalFamilySafety/FakeGunReal-Danger.aspx>) modified

Airsoft guns are freely available at the market thanks to their popularity. Online retailers of AEG and GBB guns offer great prices to buyers and these guns are

shipped with the specifications as required by Federal Law making them completely safe for amateur and competition use.

As the airsoft guns are replicas of real guns it is possible to use all the tactical accessories as well. Accessories may be bought also at online airsoft store or at the local store. (2012) [Why Are Airsoft Guns So Popular?] (<http://www.airsoftking.com/Why-Are-Airsoft-Guns-So-Popular.htm>)

Likewise to understand if the business is relevant the team, which was working on “The Heist” project, has done market research.

Factors for competitive advantage:

Uniqueness and simple concept

“The Heist” project is a new on the Finnish market. That uniqueness will give a starting point to involve potential customers to participate. Many people get bored by doing same activities from year to year (mentioned as variety seekers in this study) and will be happy to try something fresh.

Simple concept makes the game easy to understand and quickly get into the game process.

Efficiency and mobility

“The Heist” is a travelling company and are able to visit different towns within a month. One week is the time “The Heist” stays in the town. People who are bored of same activities will definitely join new activity in their town because it is only seven days to have a chance to participate and another time when “The Heist” will be in their city is next year. And as clients will not be able to do this activity for long time they will not get bored of it.

Affordable for clients

The service company offering is affordable and easy to reach the place of the event. Company offering affordable prices and consolation prizes for each participant.

Company friendly environment

“The Heist” offers events for companies’ corporative and celebrations.

Factors for competitive disadvantage:

There are two main ones to pay more attention to:

- Lack of people’s knowledge about “The Heist”
- “The Heist” is a new service on the market and is needed in a strong marketing program

There are few others however not so important at the stage of business idea development:

- Money shortage
- Different challenges: transportation, licenses, construction.

5.2 Target groups

To identify target groups for the company the following research must be done.

Market research

“The Heist” company as it was mentioned before is needed a strong marketing. As it is new service on the Finnish market potential customers do not know about it yet. At least it has to be made that people know that there is now new activity existing; and already then some people would be interested in checking it out even without the explanation what “The Heist” is. However without knowledge of the market we cannot say anything about peoples interests and if they need anything new at all.

Market research is needed to:

- Estimate people's interest
- Estimate potential popularity
- Identify competitors

After conducting a test-run we will know for sure who our potential customers are, will our company be in demand and how entertained the players were.

Secondary research

Secondary market research consists of collecting data from all already existing sources such as industry profiles, trade journals, newspapers, magazines, census data, and demographic profiles. In case of "The Heist" this information can be found in the public library, industry association and government agencies.

These days there is a premium attached to real weapons. They are no more available so easily as before to a layman because of the strict laws that govern the galaxy of modern weapons. Airsoft is a family-oriented activity. It is similar to paintball where players make an attempt to eliminate each other by firing plastic bullets from electric or gas powered pellet guns. (<http://www.airsoftking.com/airsoft-guns-a-great-fun-to-play-with.htm>)

It facilitates organizing indoor or outdoor games whenever and wherever you like with the latter having some restrictions. Airsoft is basically a fun sport has been invented in Japan during the '70s when the strict local firearm laws prevented the freewheeling and gun-toting enthusiasts. The story goes something similar on these lines: in order to have unlimited fun, these freewheelers believed to have created their own replica guns of the originals. Through this replica barrel players used to fire plastic bullets. That's how Airsoft came into prominence. These replica guns lacked firepower of a real one and only used plastic bullets instead. (<http://www.airsoftking.com/airsoft-guns-a-great-fun-to-play-with.htm>)

Performance-wise Airsoft generally excelled that of Paintball. As with any sport, protection is an important element. All players must wear at least shooting glasses

to protect their eyes. Face masks are worn by several players as an additional protection. (<http://www.airsoftking.com/airsoft-guns-a-great-fun-to-play-with.htm>)

It is necessary to find out the basic difference as Airsoft is much similar to Paintball guns that are mostly used for sports and recreational activities. Airsoft guns are more used for military and law enforcement officer training purposes. Moreover, Airsoft guns have higher firepower than their counterparts used in paintball guns which prompted the use of protective gear specifically designed for such activity.

With a good set of soft air guns and plenty of energy you can find a plethora of excitement-packed games that a person can involve himself in. Coming to the availability of the game accessories Airsoft guns are more expensive than that of Paintball, mostly because of the volume of details applied to the body of the gun so as to make it look like the real gun. Another basic difference between them is that the latter having larger range as compared to that of Paintball guns. Moreover, the weight of the Paintball bullets restricts it as compared to the distance of pellets that travel a longer distance. (2012) [Airsoft Guns: A Great Fun To Play With] (<http://www.airsoftking.com/airsoft-guns-a-great-fun-to-play-with.htm>)

Primary research

To gather the data, there will be provided questionnaire and focus-group interviews to learn about consumer preferences.

It is planned to conduct a test-run of the company in order to see how the game is understood and played by the potential customers. The game will be tested on the students from KAMK mostly. After the trial changes in gameplay will be made based on players feedback.

5.3 Chosen target groups

Company's main target groups service will be provided for are companies, former military people and variety seekers.

Companies

As The Heist is based on airsoft and airsoft is social, team based sport game it is perfect solution for team building. Also it is perfect for stress relief as customers get a lot of adrenaline during the game. Based on the survey provided to people some of them would like to shoot to relief the stress. So companies can give the opportunity for their employees to relief their negative energy on the game rather than on working place.

Former military people

After completing military service many soldiers would want to have some battle situations again. So for them The Heist would be one of those perfect places to do that. They can shoot weapons which operate almost like real ones, they can practice their shooting and tactical skills or just come together with their old army friends.

Variety seekers

These are special group of people who wants to do everything on Earth. Some of them have probably done everything and now looking for new activity that they have not tried yet. And The Heist gives this opportunity – robber the bank.

5.4 Ways of attraction for each target group

Companies

The most important point for the companies is spending time together. So team based aspect should be as high as possible. The Heist has team based scenario and gives opportunity to play together in one team.

Important to understand that within the company there are totally different people with different interests. For example major part are men and women may think that guns and shooting is not really for them. The Heist solves this problem by bringing multitasking to the gameplay. Even if someone is aware of shooting or afraid of

being hit they still can do game tasks. For instance: coordinate movement of the rest of the team, choose the strategy, just run to the money bag and steal it. Shooting brings more action to the game however it is not necessary element for playing. If someone still wants to shoot there is option too. Afraid of getting hit person can stay in the respawn zone in which he/she can shoot from “bunker” (a room protected from every side with small window for the gun and for the vision). Or they can go to the sniper tower where they are less likely to get hit. Another option to set traps to disrupt opposite team.

Variety seekers

Variety seekers are always looking for something new. The Heist is totally unique experience. Guns, equipment, style, objectives. All game is unique and requires different abilities to play.

Former military people

They have done their service and now after service they start to miss shooting, combat action and to be part of something. In The Heist they have opportunity to refresh their skills by teaming up, gearing up and go to shoot.

6 RESEARCH TASKS

The purpose of this thesis was to conduct customer analysis to prove potentiality of the business idea. The aim for the working life is to develop specific business idea in airsoft sphere and as a result establish a working profitable company. However before establishing company the research must be done to prove potentiality of the idea, find potential customer segments and develop a gameplay.

The research questions of the thesis were the following:

Who are the target groups?

Do potential customers like the idea of the project?

What are the ways of attraction customers?

7 QUESTIONNAIRE

7.1 Purpose of the questionnaire

Questionnaire is very important part of customer analysis process. During the questionnaire the most accurate information may be obtained of what groups of people wish to have.

The basic model presented below may be used to provide a proper questionnaire to potential customers.

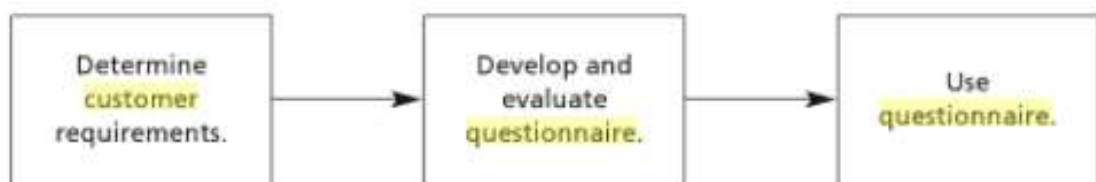


FIGURE 4. A general model for the development and use of customer satisfaction questionnaires. (Bob E. Hayes, 2008, 8)

As it is shown on the model the first step is to determine customer requirements. In the case of development new entertainment (“The Heist”) this process has been done before. As it has been said earlier by James David Rockefeller “For business ideas, the best is to look around for a groups of people who share the same problem or have a specific need” the basic analyses of what people want and like must be done.

The next step is to develop questionnaire based on the information gathered from basic analysis. With this information it will be easier to make more accurate questionnaire and use the most necessary questions.

To get more knowledge about potential customers and people interests in common survey has been provided. The questionnaire contains questions answer to which will give information if people are interested in this specific business idea and what do they like. Some of the questions in the survey are straight forward. They will

help to understand if people familiar with topic related issues. For instance: Do you know what airsoft is? Or question "Would you like to play airsoft?" will give understanding if people interested in airsoft as familiar activity. The question such as "Do you like action movies?" will help to understand people's interest and if they are interested in the idea even if they do not have any knowledge about it. For instance when they are thinking about action movie they imagine shooting, weapons, running, fighting etc.

7.2 Procedure

Questionnaire has been provided online (200 answers has been collected) as well as in a form of personal interviews. The purpose of personal interviews was to present the airsoft equipment and see if it affect the choice of answers for specific questions.

The idea was to make people familiar with one of the most exciting part of airsoft. Interviewers were able to hold different guns, wear the equipment. After this the have been answering questions. Already by their emotions it was easy to realize that most of the people were excited and interested in the airsoft equipment as it probably reminds them of an action movies, video game or military service. Advanced airsoft players mentioned the way to attract new players to airsoft games. They have told that the best way is to show people an airsoft gun and give them to try to shoot. The results of the personal interviews were expected and majority of the interviewers who tried an airsoft guns answered that they are interested in airsoft games.

7.3 Analyzing results

First result to take into consideration is about knowledge of the sport. The results clearly shows that more than twice of interviewed people are familiar with paintball. However the result was expectable as paintball more popular sport. This results

question airsoft equipment use in the business idea. On the other hand use of paintball equipment instead of airsoft one will involve big changes in the project design. Thus promotion of airsoft equipment to the mass must be done. Potential customers should get familiar and see the benefits of airsoft equipment. Furthermore it is important to show during the marketing program that airsoft is the best solution for the project as it fits perfectly to the design thank to realism of equipment. Perhaps providing promotional video with demonstration how airsoft equipment works would change some of the minds of people. This specific question of the survey brings author new idea of how to provide next questionnaire and already gives information on how important it will be to conduct strong marketing of airsoft as a sport.

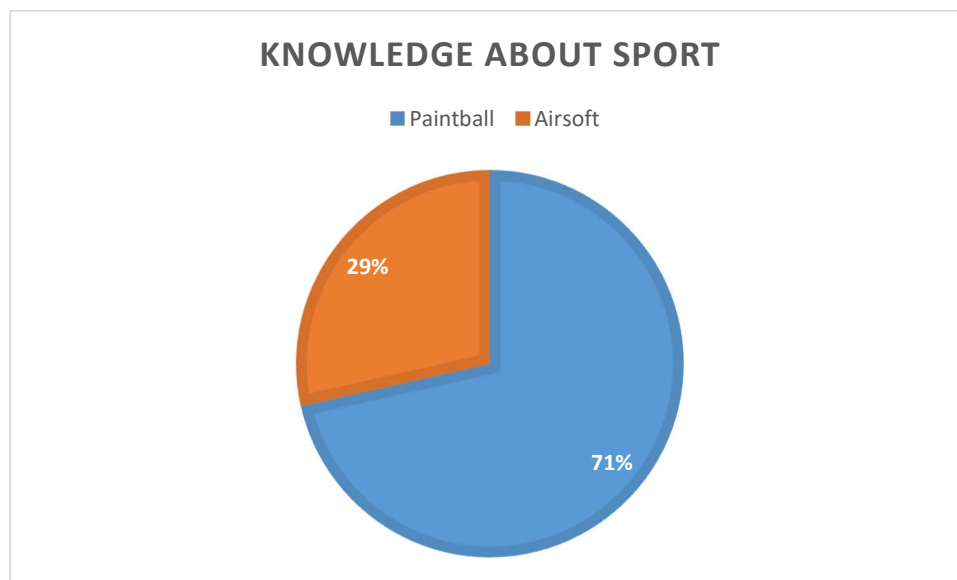


FIGURE 5. Knowledge of people about the chosen sports.

Another key question: "Do people want to rob a bank at all?" The results shows that more than half of 200 interviewed would want to rob a bank.

To take into consideration people's interest of video games and action movies it is evidently that people have had an image of being one of the characters in the movie or being in a video game. The results of the interview proved that most of interviewed was imaging the situation of a bank robbery for themselves.

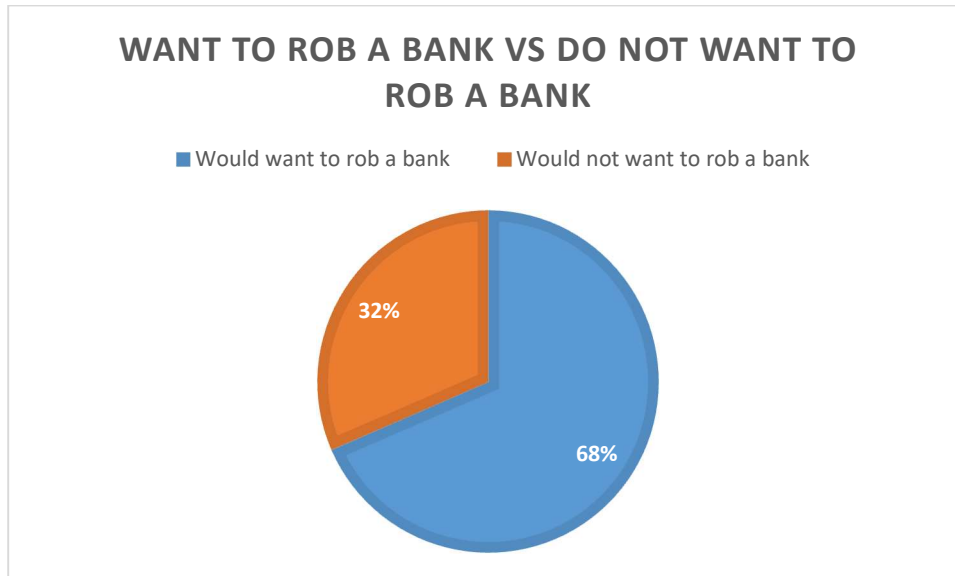


FIGURE 6. Do people want to rob a bank?

However there are some attributes which affect answers of people. For instance some of the interviewed said: "I do not want to be killed" or "I do not want to go to jail if I fail" or "I do not want to break the law". It is important to sort out these factors affecting people's answers since in "The Heist" project everything is legal and presented as a game. For that reason next question has been made – "Would you like to rob a bank if it was legal?"

This time almost all interviewed showed their interest in robbing a bank however it was said that it is now legal to rob a bank. So the idea of an activity with simulation of robbing a bank is potential and as questionnaire shows it is something what people wish to try.

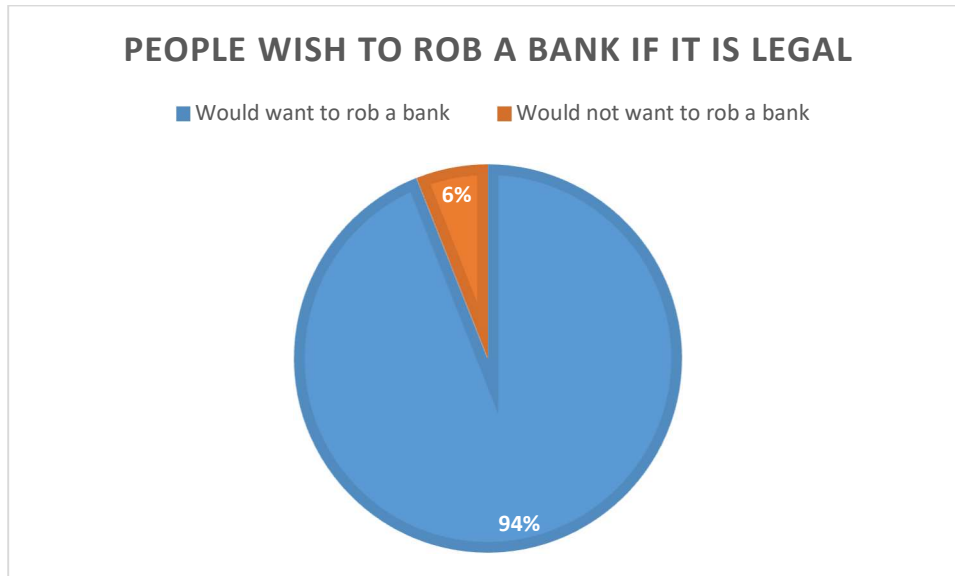


FIGURE 7. Do people want to rob a bank if it was legal?

The results have been already quite promising for the business idea after observing the answers of the question “Would you like to rob a bank?” since more than half of the interviewed answered “Yes”. And the next result makes the idea even more reasonable to develop since the amount of answers “Yes” is more than 80%.

The result from figure 7 shows that the idea is interesting for majority of potential customers. The only task is to provide what people want.

Since potential customers do not know about this new idea their expectations are based on what they have seen from the movies or games. To me expectations of potential customers the author should design the gameplay taking into consideration experience from games and scenes from movies. However it is not always possible to provide exactly same experience due to lack of resources in the real world compare to games or movies. Thus some significant changes in the gameplay might be done.

8 BUSINESS IDEA DEVELOPMENT

During the time of business idea development the author can clearly say that potential customers would like the idea of bank robbery as an entertainment activity. Some specific target groups has been identified during the research such as: Companies, variety seekers and former military service people. However the questionnaire has been provided to people not necessary suitable for these categories. And the answers to the questions of people's interest were positive. Therefore together with analysis of the ways of attraction chosen target groups and people's interests shown in the questionnaire the gameplay scheme has been done.

This gameplay scheme helps to understand how the game works and if the gameplay really meets people interests.

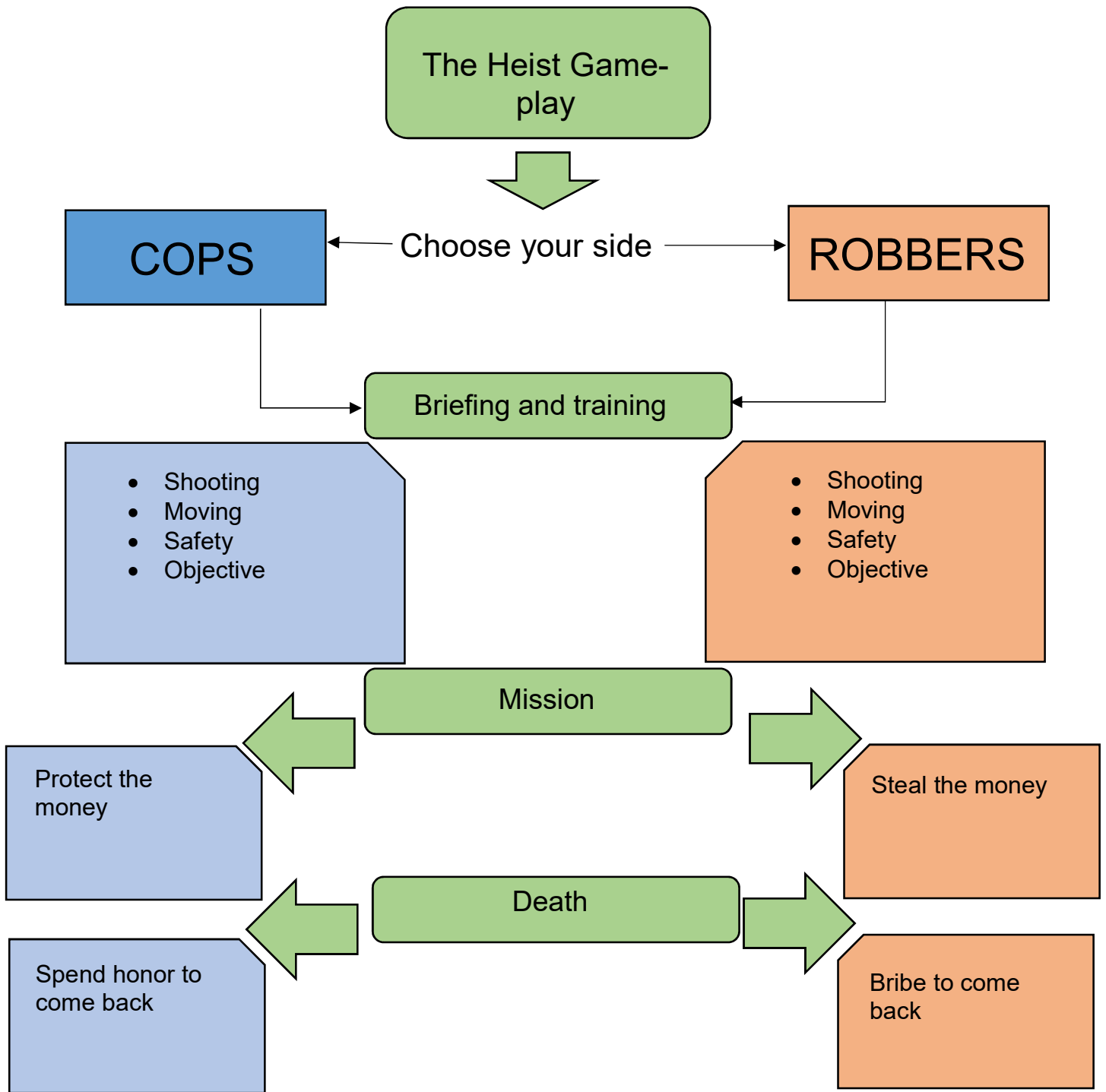


FIGURE 8. "The Heist" gameplay scheme.

As it is shown on the scheme game consists of three main steps: Training, Mission and "Death".

When players are divided in two teams they are proceed to the training session where two different instructors conduct training session that includes shooting (to understand working principles of "weapons" and to get use to them), moving to warm up and learn some basic operational moves. During these two training parts instructors explain all safety issues that should be taken into consideration during the game.

The next step is MISSION. Since this moment players use the information they received on the training session and their own skills start to complete their team objectives.

On the built playground main object is a BANK. The team of robbers tries to enter the bank and then open the SAFE to get access to MONEY. Now robbers' main objectives are to STEAL THE MONEY and BRING them to their safety place (possibly a truck). At the point when robbers start to open the safe team of cops is allowed to protect the SAFE and then STOP robbers to steal money.

"DEATH" event is a part of the game which does not mean the end of the game for any player. Robbers are allowed to pay BRIBE by SPENDING MONEY or use the round TIME to recover in a HOSPITAL. Cops can SPEND HONOR to come back to the game using MEDIC's service.

During the game each team gains CURRENCY: HONOR for cops and MONEY for robbers. They ways of getting currency are different for each team. However the one way is the same for both sides: eliminating all enemy's team what gives a big amount of currency and finishes a round.

The game are continues for several rounds. At the end of all rounds the winning team is the one which gain more points.

This plan was the first prototype for the business idea. However it was changed due to deeper research and provided questionnaire. As not everyone likes to shoot or being hit, someone afraid of being hurt by plastic pellet there came the decision to emphasize attention on robbery than shooting. Certainly the airsoft equipment

is still part of the activity as it brings more excitement and realism. Moreover keeping the airsoft equipment in the activity will still attract one of the main target groups – former military people.

Information gathered during the research process and provided questionnaire crucially changes the gameplay of “The Heist”. However the scheme presented above is still in use. Basically the left part of it (cops side) will be removed and all the development will be concentrated on the right side (robbers) and the bank itself.

9 CONCLUSION

In summary the necessary information has been collected during the research process. The business idea "The Heist" has gained the base and may be developed further and soon be implemented to life as an entertainment project.

Idea development

The idea of creating "The Heist" has been started two years ago. Since that time it has been developing in different ways and improvements. After one year "The Heist" business idea has been presented to the commissioning party. During the project running author had meetings with the team of Start-up NY course and discussed the possibilities and opportunities of business idea development. Next, the idea has been developing within the team created on the course and lately again only by the author. The first idea was to make airsoft activity with the main theme of bank robbery. However later on there has been made significant changes as new information has been collected.

Evaluation of work

During the research process author has gained a lot of knowledge about business idea development. During the work author has been studying principles of development process, marketing and airsoft specifications.

The information has been gathered from different sources and used to develop business idea. During the research has been formed business idea different from the one has been introduced in the beginning.

"The Heist" business idea nowadays presented as the entertainment activity in which players given a chance to rob a bank. Right now it is sounds the same, however there are some big changes:

- Airsoft equipment is not used that much anymore
- "The Heist" will not be travelling company
- There will not be specific game plan made for customers

- Customers now plan their “bank robbery” attempts on their own
- As it is not travelling company anymore the construction will be made as high quality object which represent real bank as close as possible

The work on the business idea development has been done and presented research gave better understanding how to develop business idea and what is more important how to analyze potential customers.

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APPENDIXES

Question	Answer	
	Yes	No
Do you know what airsoft is?		
Do you know what paintball is?		
How you ever played paintball?		
How you ever played airsoft?		
Would you like to shoot airsoft gun?		
Would you like to play airsoft?		
Would you like to rob a bank?		
Do you like action movies?		
Do you like to play shooters?		
Would you like to rob a bank if it was legal?		