

Kelis King - Entering the Software Business on the Right Door



Illinois, Chicago, Mar 2, 2021 ([Issuewire.com](https://www.issuewire.com)) - Starting a software business in today's economy is not an easy thing to do. Apart from the numerous software products and applications, there are also the big players which have pushed the limits and established their own standards, such as Apple - the fruity company that has established new design standards, Microsoft - which has created one of the most popular and compatible OS (Windows of course), Google - has redefined accuracy and quality when it comes to search results, and many others.

Taking all these into account, [Kelis King](#) approach for the market would be to come up with a new technology product that solves an existing issue or to create the need for a certain software product that will set new quality and price standards. Apart from hard work, time, and plenty of resources, you'll also need some luck, because chances are that once you're done there will be other similar products on the market at a smaller price and with a nicer design.

Thanks to the Apple store and other similar concepts, the software industry has boomed, and now there is an application ready for download, under \$1, for almost every need. In such an environment, it's almost impossible to be original. So why choose to reinvent the wheel, when you can work with the existing technologies and create a personalized product?

More and more companies are looking for personalized software products that will come up with friendly solutions for dealing with their daily tasks, and especially with the requirements of their customers. A software product is no longer regarded as a tool that can be employed only by experienced users, but as a technology that should be available and written for anyone with a basic understanding of how a computer works, and who owns a PC/laptop/mobile device (tablet/smartphone).

So instead of entering in direct competition with the big players, you can choose to tackle the niche software market, for example, payroll software, accounting software, design software etc., and offer personalized and customizable solutions. Practically, you re-approach an old solution in a personalized way. Also, there's the possibility to enter a white label partner program, which means that you'll customize an existing product, and sell it as if it were your own. The advantage of this approach is that you'll benefit from already existing customer loyalty.

Media Contact

Kelis King

kelisking31@gmail.com

Source : Kelis King

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