

Kankantar TAM ba yana nufin dole ne ka dake ba. Koyi yadda zaka mayar da wani kankanin bangare na kasuwa ya zama wurin farawa mai riba da kariya.

Kasuwa da aka rarraba ta cikin tsari tana iya zama kankanin bangare mai riba da kariya, ko kuma wurin farawa don babban rukuni, idan ka fuskance ta cikin tsari da tarbiyya.

Zoho ya gina kasuwancin kankanin bangare da farko, a matsayin mai samar da kudi na dindindin. Sannan, ya ci gaba da gina kasuwancin kudaden shiga na biliyoyin daloli ta amfani da wancan kudin.

[Shiga cikin Sramana Mitra's Digital Mind AI Mentor.](#)

Dora bayan shirinka na kasuwanci ko ka manna takaitaccen bayanin kasuwancinka. Sannan ka yi tambayoyi masu zuwa, daya bayan daya:

1. "Wadanne zabuka na dabara nake da su idan TAM na yana da kankanta?"
2. "Ko ya kamata in zurfafa a cikin wannan kankanin bangare ko kuma in fadada zuwa abubuwan da ke kusa da shi?"
3. "Ta yaya zan fito da ko wannan kankanin bangare ne mai dorewa ko kuma hanyar da ba ta da mafita?"
4. "Mene ne tsarin 1Mby1M na fadada TAM daga kasa zuwa sama?"
5. "Ta yaya zan sake sanya matsayi na kasuwa ba tare da na rasa ci gaba na ba?"
6. "Nawa ne kudin shiga 1Mby1M? Hannun jari nawa kuke amsa?"

AI Mentor zai bincika tsarin kasuwancinka kuma ya jagorance ka ta

A small TAM doesn't mean you need to quit. Learn how to turn a micro-niche into a profitable, defensible launchpad.

A tightly segmented market can become a profitable, defensible niche, or the launchpad for a larger category, if you approach it with discipline.

Zoho built a niche business first, as a cashcow. Then, it went on to build a billion dollar revenue business using that cash.

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Upload your pitch deck or paste your elevator pitch. Then ask the following questions, one at a time:

1. "What are my strategic options if my TAM is small?"
2. "Should I go deep into the niche or broaden into adjacencies?"
3. "How do I determine whether this is a viable micro-niche or a dead end?"
4. "What's the 1Mby1M framework for bottom-up TAM expansion?"
5. "How do I reposition without losing traction?"
6. "What does it cost to join 1Mby1M? How much equity do you take?"

The AI Mentor will analyze your market structure and walk you through real options. Ask for any clarification. Our AI Mentor is Private. Safe. Available 24/7 in 57 languages.

Let's dig into this together.

cikin ainihin zabuka. Nemi kowane irin
bayani. AI Mentor dinmu na sirri ne.
Amintacce ne. Ana samunsa 24/7 cikin
harsuna 57.

Bari mu zurfafa cikin wannan tare.