

# Pick a Specific Niche for Your SaaS Product

<https://saasbook.net/saas/pick-a-specific-niche-for-your-saas-product-p43/>

Picking a niche for your SaaS product is very important and will help you get more focused and implement exactly the features that the target market wants and needs. This should keep the project on budget and on schedule. Additionally, it would be easier to create the marketing message because you can tell exactly what the product does and for whom.

Make sure you have the experience or have an expert on the team in that specific field.

Programming is relatively easy if you have the technical skills but still expensive in the long run so it's way better to create a solution that works for a given group of people so they can see the value in it and pay for it to fund the future development.

Having a small features that are greatly appreciated by the target audience will ensure the future success of the product