*An Introduction to Mobile Apps Development for Business*

The mobile application development is a resource that companies can no longer do without. Mobile devices such as smartphones and tablets have, in fact, penetrated deeply into the daily lives of users. These devices have changed the way they people communicate with each other and retrieve information. This is why, many businesses decided to invest their knowledge, time, money and resources in the development of mobile applications, so that they can reach out to the people and create stronger business bonds with them. These applications offer applications new avenues to companies through which they can contact their clients and even promote their business.

**Why do businesses need mobile apps development?**

Many market researchers strongly believe that with the changing habits of consumers, companies should also change the ways through which they connect with the consumers. Investing on mobile application development means that the company is able to cope up with the latest market trends, and is able to take advantage of the fact that the consumers intensively use mobile apps.

When it comes to sending an email, reading the most important news of the day or using social networking sites, users no longer wait to be in front of their computer screen as they can complete all these activities on their cell phones. Thus, it has become very important for all kinds of businesses, whether big or small, to invest in mobile apps development so that they can reach out to the consumers.

**What do the statistics say?**

Google, in collaboration with Ipsos, conducted a study on 'the use of smartphones and other mobile devices by users'. The study revealed the following interesting facts:

· The number of smartphone owners is growing and almost 50% of the users connect to the Internet at least once in 24 hours, with the help of their smartphones.

· Users of mobile devices not only browse the web, they also look for local information, and 86% of them are even willing to take concrete actions based on such information;

Hence, we can clearly see that companies can no longer avoid having a presence on mobile devices. Creating applications is one of the best ways for having a presence on the mobile platform. Businesses, which create smartphone apps for their organization, can easily reach out to the users and promote their products or services. They can create a positive impression on the minds of the potential consumers, which will help them in business expansion.

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