

# M5a1 : outline

Business



A mobile solar charger for a cell phone is the new product that I have thought of and assume that it is manufactured in Australia. The target market for this product is South Africa. The rationale for choosing this product is that many people in South Africa now use mobile phones and the majority of these people hail in rural areas. The problem is that not all remote areas in South Africa have been electrified hence many people often encounter challenges in as far as the element of power recharging of their mobile phones is concerned. Therefore, this product is ideal since it will significantly help to solve the problem identified. The target market is also very lucrative given the fact that this device will be readily accepted by the potential customers who live in areas that are characterised by poor electricity supply. Communication is every person's basic need hence they will gladly appreciate this innovative product that can help them to remain connected to their friends and peers.

The rationale for choosing the country where the product will be made is that South Africa and Australia are two countries that can directly link using both water and air transport. In this case, shipping will be ideal since it is relatively cheaper and products can be delivered in bulk. South Africa has its own ports so there are no additional costs likely to be incurred with regards to the aspect of using other neighbouring countries' ports. Market research will be first carried and this will be followed by product design. Strategy you will employ to launch your product. Upon product launch, the company will adopt a decentralised structure since it empowers different sectors of management to effectively contribute to the decision making that affects the operations of the company (Robbins, 1993). Each department such as marketing, distribution as well as human resources among others will take a

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proactive role in ensuring that their actions are directed towards the attainment of the desired goals and objectives.

#### References

Robbins, S. P. (1993). *Organizational behaviour: Concepts, controversies and applications*. Prentice Hall: New Jersey.