

# [2.1 top products and services that operate](https://assignbuster.com/21-top-products-and-services-that-operate/)

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2. 1      Business Description Intelligent Meter Solution is a young companycombined with two inventions of meter and the internet. It is a short phrasedrives the thing we try to do. All our product is going to understand ourcustomer’s problem, then create an experience that makes everything easy. Mosthousehold and local council suffered from the water leaking problem, high laborcost, and data mismanagement.

With the massive pressure, local councils andbulk bill services are looking for a cheap solution which like 100 yearsbefore. Therefore, we must give a quick and straightforward chance to have arelease. We try to Improve the management quality, focus on system and clientdatabase building up and pass the confidence to those meters system. The metersare designed base on different groups of the property use ranging from theindependent freehold to the industry water using. Mission:·        Innovate and deliver productsin a smart way. Promotes the right posture and improve the quality ofmanagement for the stakeholder.

Vision: ·        Become the technology andquality leader in the industry, be the top products and services that operatewith low cost in the market. Values: ·        Transparency, Be Honest andTrustworthy Partners and Manufactory.  Effectiveness: ·        Exact Results of Technologyand Quality, Knowing Every Drip From the Tap.  It enables us to replace the horrific industrypractices, such as overestimation and exhibition halls, with a completeexperience from high-tech design through immediate delivery. Our business modelis rather explicit.

We encourage the model of “ Easy to buy, quick to customizeorder, and simple to install and debug, finally simple to upgrade.”.  Our quality is worth to buy it and if theclient and general user to decide our product. We believe they will fall inlove with the meter. After client tried, they can give feedback to us, and wewill improve and customize their software with time.

We choose theenvironmentally friendly materials to protect the environment and make theearth better (Dooley, 2014). Our business practices are to create the worldwith better management and simple method. We make the best quality product all over theworld advanced technology, most of our technology has been copyleft to thepublic, and the single product could easy to purchase online, the bulk purchaseneed talk with the engineer and could get discount. We are proud to showeveryone.

We can provide the best quality of product and satisfice of service. Of course, our price is worth to afford it, as much as traditional meters butwe have the exclusive system. 2. 2      The product concepts  The smart meter is different from the standard. Intelligent is focused on the data communication.

It integrates a variety of high quality and advanced technology throughout the network which you can choose internet or intranet (Dooley, 2014). It combined with the scientific design of three unique microcontroller system and CPU. The intelligent meter can help the final user to generate a good habit and keep their usage under control, through the research, people save the energy and water after they can check their usage easily. It is the benefit of the earth and environment.

It also can raise up the effectiveness of utility service provider. Their quick response would be a dream come to true. A smart device can indicate where the mass water use, the plumber can have located and found the water leaking with their phone or pad which it would save mass labor cost. People can understand the water in environment system easily.

When house owner was watching TV and making further recreational activities over the weekend, it can give them a quick look at their property. Unlike the Al Gore’s Tennessee home uses over 20 times more energy than the average U. S. home, An Inconvenient Truth. Through our system, we can do better management than US vice president’s power and knowledge who worked as Professor before serviced to the country.

Dr. Gore can shut down unnecessary appliance; Bill Gates can shut the monitor for his special tree and easy to manage his property. The green party could relax from their worry and anxious, adjust their mind to improve the community.  The meter and system are designed base on different groups of property ranging from domestic to industry zone. First, for domestic use and precision agriculture, each drip and any kilowatt-hour could hold accountable.

Many unfriend agriculture and resident will be corrected and in the right method. The percentage is above 80% agriculture product, and rent would reduce. Second, for the industry, it can adjust the waste and use of the meter based on the purpose of water use. Better management could save the time and energy from the management team; the precious time can help management to improve the effectivity.

Third, for the apartment building, it can assist building manager and Strata manager easy to control and chose the right bulk water or electrical provider.  And the security would not be compromised. It could save money and time for every party, but the meter reading guy can read the data 100 times than before. It is explained by the fact that a full range of products and extra fee applied to upgrade.

The smart meter also can through Bluetooth, TCPIP, and NB-IoT to synchronizes with electronic equipment which can measure personalized energy and utility patterns. Like how many hours a person needs and new bundle of the service product. Not even mention the calculation could help the council to choose the right provider and resource source.

The decision would be wiser than before.  2. 3       Industry  The meter industry is expected to maintain growthrapidly. Market share gradually to the leading enterprises concentrated. Fromthe incremental demand, the market is far from saturation stage.

In thecategory upgrade, replacement cycle shortening and other factors under theindustry is expected to maintain rapid growth. From the stock demand, theleading enterprises of the scale advantages and brand advantage graduallyhighlighted. The market is Leading concentrated companies with the channellayout of the steady progress (State? 2017). Leading enterprises are expected to maintain rapidgrowth. Market space is far from bottlenecks. The future will gradually focuson the brand business. We hope the meter industry capacity for new entries tobe 10. 6 billion which is much higher than the $ 15.

8 billion market in 2016. Industry growth is far from bottlenecks. With the category upgrade, the use ofshortened, furniture industry capacity will continue to expand. For example, inChina, they combined brand marketing, and technological innovation is the corecompetitiveness of meter enterprises.  Leading enterprises in decline.

Ningbo Meter has asimilar smart meter and system with the ground-breaking products and brandmarketing monopoly of the world meter market from the OEM TO ODM for nearly 25years. Even itself is on the edge of the bankruptcy. The income and grossmargin remained at a low level.

The brand awareness is enduring. However, because of the poor management and lack of response to new technology and slowrespond which lead to loss of share (Chang, 2014). And SUNTRONT and AQL, asanother significant professional, smart meter producer in the field oftechnology breakthroughs in recent years, sudden emergence, and rapid growth. With the success of brand marketing enjoys widespread support, and gradually inthe smart meter and system dominated the market occupies a place.

2. 4      Competitiveadvantages Our product Intelligent Meter and system is a new homedata gathering center, using the international semiconductor technology tocommunicate the necessary infrastructure data. Because the product is controlby the microcontroller and intranet, unlike the internet, there is nopossibility to hack by anyone, due to the increase of global hack andgovernment level internet cold war. Hence there is only a minor control panelinside the meter and small battery and low electrical usage.

It just uses aminor electrical, low power cost in the general area; it would not be able toconflict between water and electricity provider which it is conventionalconflict internal affair in utility service. It was accurate to capture thedevelopment trend of the market and the psychological needs of consumers(Chang, 2014). Intelligent meter solution has the advanced internationaltechnology to this industry, environmental protection, green, fashion and otheradvantages into the new wave of meter market.  Our company, Intelligent meter solution, have theprecious data resources and the substantial data mining capabilities. Theself-built database system with the industrial research advisory.

It willcontribute to the consultant department and to run independent research and developmentof the database and CI-source in the business of data to establish the businessdatabase, global database, macroeconomic database, industry database, localdatabase, research database and other professional databases, Covering nearly5, 000 subdivision industry data (Chang, 2014). Our company Intelligent meter solution have theWell-known research team and high-quality research consulting services. Withcooperation with other professional’s knowledge and familiarity with industrialoperations, industry experts, industry experts and consultants inmacroeconomic, regional economy, sub-sectors and policies and regulations(Batagan, 2011).

Company research team will provide our client withprofessional industry research and advisory services and personalized specialconsultancy services. For example, we can use bundle package instead oftraditional payment method. Our company Intelligent solution have the dedicatedclient service team to meet customer personalized consulting services. Thecompany established a dedicated customer service team which can accuratelyunderstand the needs of customers and the customer’s needs for rapidprocessing(Batagan, 2011). Through the strengthening of staff training andbusiness innovation, created a private thinktank to build, insurance companiesto develop and other new advisory services business.

3. 0      Marketing Plan3. 1      IntroductionThe smart meter as a not very new product, in theprocess of integrating modern technology into the meter and improve to a newlevel, and it was welcomed by the market. According to the application area ofthe meter, which includes smart meter market, industry area, hotel market andother market intelligence. In fact, more than several similar “ intelligentmeter” company and products have appeared in global for many years.

It isessential to improve their functions, The intelligent meter and system furthernot only stay in concept, such as mega data monitoring, but the meter can alsocollect all kinds of data through a built-in communication panel, and then usethe data to keep the community and public happy. In addition to detecting the water usage of users, they can also learn how the water precious and what the water capacity. It isthe home’s the most important and original hardware inside the house, anddisplay the data in real-time through the App or website. The direct cost of the meter is mainly reflected inthe price difference of materials, but the actual price will be affected bymany factors, such as brand premium, indirect cost and so on. But from theangle of meter selection, the actual cost of the meter is our most importantconcern, which directly affects the quality of the material and largelydetermines the meter and system price. 3. 2      Customer BaseLike smartphone entry people life to replace thefunction phone over 3-4 years by choosing a business person as a starting pointfor business promotion to open the market and change the whole industry, thetarget customer base of the smart meter and system is about:•      Hotel need, the new hotelcost package could make the guest to understand the detail;•      Industry Zone andmanufactory operator;•      Domestic and freeholdhouse owner;•      Strata Management; •      People want to know thespecific;•      Body Corporate;•      Council;•      Utility Service andinfrastructure provider; Those above clients are the high-end market whichwilling to pay extra-amount to gain the better service or product. On thedemand table, we need publicity the service and product thoroughly to them.

Then gather the trust and reputation back to improve ourselves. It could helpthe health cash-flow, and not only the individual meter, but the managementsoftware also could generate the consistent income for the business. 3. 3      Pricing strategyAs theMarket entry company, we need prepare and do the pricing strategy follow thosepoints:  •    Grasp the pain points of the subdivision•    Brand marketing campaign•    Industrial chain boostThecurrent situation of the smart meter was not hit; one important reason is thatthe price is too high, give a person a chance to see the water usage, on theone hand, enterprises still need to have a precise positioning of theirproducts, that is your consumption group in where? Who are they? What kind ofwork? Only theseinfluence factors are nearly mastered, they may set a targeted price, at thesame time. Adhere to the thinking of significant scale development, can let thedecline in material cost substantially, there is no size, no matter howreasonable your product, the price is high, for enterprises engaged in thesmart home market development will be very difficult. Adhere todifferent market prices, insist on reasonable prices, insist on the pricestrategy of continuously lowering cost. The Teslaand Entrepreneur Elon Musk is a good example, list on the stock market, offering premium price with the typical product -Roadster speed car on themarket to gather the eye-brow.

And in another hand, global sale agency helpsthem depot all around the world. Make the trend is the critical element for thehigh-end market.  At thismoment, the reasonable meter price started with AUD 300.

00 to AUD 400. 00. It is1. 5 to 2 times than standard meter. The merchandise lifetime would be six to10years, without maintenance and quality issue, we need to arrange and trainexpert to take care of global depot. 3. 4      Market research and developmentThe smarthome is a general designation; in fact, there are a lot of market segment, theenterprise should pay according to their capital, technology, talent factorssuch as the focus on the market.

It is good at the smart meter is some favoritedevelopment ideas, if you can give their specialty products focus on the area, and the cost control to the best, the product design is concise andcomfortable, practical, and can obtain the proper effect. Scienceand technology change life, science and technology progress and innovation, deep household field enterprise only by continually learn new techniques andunderstand the rapidly changing market, and turn it into themselves to productdevelopment and promotion, company to continuously develop. The futurehas come, and intelligence will be the theme of the coming decades.

The smarthome is the ultimate application of intellectual development.