

2.1 top products and services that operate

[Business](#), [Industries](#)



2.1 Business Description Intelligent Meter Solution is a young company combined with two inventions of meter and the internet. It is a short phrase drives the thing we try to do. All our product is going to understand our customer's problem, then create an experience that makes everything easy. Most household and local council suffered from the water leaking problem, high labor cost, and data mismanagement.

With the massive pressure, local councils and bulk bill services are looking for a cheap solution which like 100 years before. Therefore, we must give a quick and straightforward chance to have a release. We try to improve the management quality, focus on system and client database building up and pass the confidence to those meters system. The meters are designed based on different groups of the property use ranging from the independent freehold to the industry water using. Mission: · Innovate and deliver products in a smart way. Promotes the right posture and improve the quality of management for the stakeholder.

Vision: · Become the technology and quality leader in the industry, be the top products and services that operate with low cost in the market. Values:

· Transparency, Be Honest and Trustworthy Partners and Manufactory.

Effectiveness: · Exact Results of Technology and Quality, Knowing Every Drop From the Tap. It enables us to replace the horrific industry practices, such as overestimation and exhibition halls, with a complete experience from high-tech design through immediate delivery. Our business model is rather explicit.

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

We choose the environmentally friendly materials to protect the environment and make the earth better (Dooley, 2014). Our business practices are to create the world with better management and simple method. We make the best quality product all over the world advanced technology, most of our technology has been copy left to the public, and the single product could easy to purchase online, the bulk purchase need talk with the engineer and could get discount. We are proud to show everyone.

We can provide the best quality of product and satisfaction of service. Of course, our price is worth to afford it, as much as traditional meters but we 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 growth rapidly. Market share gradually to the leading enterprises concentrated. From the incremental demand, the market is far from saturation stage.

In the category upgrade, replacement cycle shortening and other factors under the industry is expected to maintain rapid growth. From the stock demand, the leading enterprises of the scale advantages and brand advantage gradually highlighted. The market is leading concentrated companies with the channel layout of the steady progress (State? 2017). Leading enterprises are expected to maintain rapid growth. Market space is far from bottlenecks. The future will gradually focus on the brand business. We hope the meter industry capacity for new entries to be 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 of shortened, furniture industry capacity will continue to expand. For example, in China, they combined brand marketing, and technological innovation is the core competitiveness of meter enterprises. Leading enterprises in decline.

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

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

2.4 Competitive advantages Our product Intelligent Meter and system is a new home data gathering center, using the international semiconductor technology to communicate the necessary infrastructure data. Because the product is controlled by the microcontroller and intranet, unlike the internet, there is no possibility to be hacked by anyone, due to the increase of global hack and government level internet cold war. Hence there is only a minor control panel inside the meter and small battery and low electrical usage.

It just uses a minor electrical, low power cost in the general area; it would not be able to conflict between water and electricity provider which it is conventional conflict internal affair in utility service. It was accurate to capture the development trend of the market and the psychological needs of consumers (Chang, 2014). Intelligent meter solution has the advanced international technology to this industry, environmental protection, green, fashion and other advantages into the new wave of meter market. Our company, Intelligent meter solution, have the precious data resources and the substantial data mining capabilities. The self-built database system with the industrial research advisory.

It will contribute to the consultant department and to run independent research and development of the database and CI-source in the business of data to establish the business database, global database, macroeconomic database, industry database, local database, research database and other professional databases, covering nearly 5,000 subdivision industry data (Chang, 2014). Our company Intelligent meter solution have the well-known research team and high-quality research consulting services.

With cooperation with other professional's knowledge and familiarity with industrial operations, industry experts, industry experts and consultants in macroeconomic, regional economy, sub-sectors and policies and regulations (Batagan, 2011).

Company research team will provide our client with professional industry research and advisory services and personalized special consultancy services. For example, we can use bundle package instead of traditional

payment method. Our company Intelligent solution have the dedicated client service team to meet customer personalized consulting services.

The company established a dedicated customer service team which can accurately understand the needs of customers and the customer's needs for rapid processing (Batagan, 2011). Through the strengthening of staff training and business innovation, created a private think tank to build, insurance companies to develop and other new advisory services business.

3.0 Marketing Plan
3.1 Introduction
The smart meter as a not very new product, in the process of integrating modern technology into the meter and improve to a new level, and it was welcomed by the market. According to the application area of the meter, which includes smart meter market, industry area, hotel market and other market intelligence. In fact, more than several similar "intelligent meter" company and products have appeared in global for many years.

It is essential to improve their functions, The intelligent meter and system further not only stay in concept, such as mega data monitoring, but the meter can also collect all kinds of data through a built-in communication panel, and then use the 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 is the home's the most important and original hardware inside the house, and display the data in real-time through the App or website. The direct cost of the meter is mainly reflected in the price difference of materials, but the actual price will be affected by many factors, such as brand premium, indirect cost and so on.

But from the angle of meter selection, the actual cost of the meter is our most important concern, which directly affects the quality of the material and largely determines the meter and system price.

3.2 Customer Base

Like smartphone entry people life to replace the function phone over 3-4 years by choosing a business person as a starting point for business promotion to open the market and change the whole industry, the target customer base of the smart meter and system is about:

- Hotel need, the new hotel cost package could make the guest to understand the detail;
- Industry Zone and manufactory operator;
- Domestic and freehold house owner;
- Strata Management;
- People want to know the specific;
- Body Corporate;
- Council;
- Utility Service and infrastructure provider;

Those above clients are the high-end market which willing to pay extra-amount to gain the better service or product. On the demand table, we need publicity the service and product thoroughly to them.

Then gather the trust and reputation back to improve ourselves. It could help the health cash-flow, and not only the individual meter, but the management software also could generate the consistent income for the business.

3.3 Pricing strategy

As the Market entry company, we need prepare and do the pricing strategy follow those points:

- Grasp the pain points of the subdivision
- Brand marketing campaign
- Industrial chain boost

The current situation of the smart meter was not hit; one important reason is that the price is too high, give a person a chance to see the water usage, on the one hand, enterprises still need to have a precise positioning of their products, that is your consumption group in where? Who are they? What

kind of work? Only these influence factors are nearly mastered, they may set a targeted price, at the same time. Adhere to the thinking of significant scale development, can let the decline in material cost substantially, there is no size, no matter how reasonable your product, the price is high, for enterprises engaged in the smart home market development will be very difficult. Adhere to different market prices, insist on reasonable prices, insist on the price strategy of continuously lowering cost. The Tesla and Entrepreneur Elon Musk is a good example, list on the stock market, offering premium price with the typical product - Roadster speed car on the market to gather the eye-brow.

And in another hand, global sale agency help them depot all around the world. Make the trend is the critical element for the high-end market. At this moment, the reasonable meter price started with AUD 300.

00 to AUD 400. 00. It is 1.5 to 2 times than standard meter. The merchandise lifetime would be six to 10 years, without maintenance and quality issue, we need to arrange and train expert to take care of global depot. 3.4 Market research and development The smart home is a general designation; in fact, there are a lot of market segment, the enterprise should pay according to their capital, technology, talent factors such as the focus on the market.

It is good at the smart meter is some favorite development ideas, if you can give their specialty products focus on the area, and the cost control to the best, the product design is concise and comfortable, practical, and can obtain the proper effect. Science and technology change life, science and technology progress and innovation, deep household field enterprise only by

continually learn new techniques and understand the rapidly changing market, and turn it into themselves to product development and promotion, company to continuously develop. The future has come, and intelligence will be the theme of the coming decades.

The smart home is the ultimate application of intellectual development.