

The creative thinking in marketing assignment

[Business](#), [Marketing](#)



Life is getting tougher by the minute and technology is getting even more advanced to make it a bit easier. Nowadays, the need of our customers is getting even more complicated and to some extent imaginative. We no longer need to go to the bank to transfer money or wait for a week or two for the post man to come; it is all a click away thanks to technology; it has made our communication need a lot faster. With regards to the business world the utilization of e-commerce and m-commerce has brought the concept of business to a whole new level. Our main target market being of people who are in the business field, we have come up with an m-commerce product, namely FASCIN'8, which considerably contain all than necessities that are required by a career oriented business person between that age group of 30 to 40 and are part of the affiliate social class members.

The Product

Satisfying the needs of the target market

To start with, the new m-commerce product is perfectly designed to satisfy the needs of the target market. Primarily, it is aimed at technologically savvy people and heavy users of e-commerce applications, thus the product is technologically advanced to the maximum. It is oriented mainly at businesspersons and other highly professional people. Our main assumption, which influenced the choice of the product in question, is that the needs, being both tangible and intangible, of our main target market are our first and foremost focus. The needs which could potentially arise are listed below.

Connection Anytime, Anywhere

The needs and benefits include the high technical level of the product, being one of its advantages, and the included communication mix appliances. The product satisfies the need of easy Internet access and availability 24/7, providing a fast worldwide connection through sophisticated satellite technology, thus available anytime and anywhere.

Personal Computer and Mobile Phone in 1

Another necessity is the need for an m-commerce product that would assist the career of the targeted person. As the target market is highly career-orientated, the product should also contribute to this need by supplying all the necessary modern features, those both of a computer and a mobile phone.

Compatibility with All Modern Devices

The product must be easily compatible with other modern appliances, such as mobile phones, cameras, flash drives, memory cards, mp3 players, scanners, printers, etc. bearing in mind that in time it could become the only electronic device needed for a business person as it includes all the necessary services in one.

Direct Access to Financial and Stock Markets

Another necessity of the target market that our product will satisfy is the direct access to the financial and stock markets. A feature that can be considered a revolution in m-commerce products since it offers immediate

accommodation of the present situation in the financial sphere that is of vital importance for a business person.

The Need to Be Ahead of Others

In addition to everything mentioned above, our creation will satisfy the need for a targeted person to be ahead of others, thus, pleasing not only the ego of the said person, but also assisting the career in such a sense which would familiarize the said person with all the newest and most modern products on the market. Being up-to-date is more important than the expenses.

Professionalism

The product contributes to the professional image of our target market by providing the latest technologies and features, along with the corresponding style.

Reliability

There should be a completely minimal, if not any chance of the product, breaking, malfunctioning, getting errors or experiencing other technical difficulties. Likewise, it happens quite often that busy people, having too many things on their daily agenda, tend to lose or forget their belongings and things they should have done. In our case it would not only be impossible to lose our product but will contribute to your life so, that you will never have to worry about losing or forgetting about important meetings ever again.

Portability

Our device is extremely light, compact and easy to carry around, especially on long journeys and during traveling. It does not contribute to the weight on the planes and can be put anywhere, be it the PC bag, suit, portfolio, or your clothes' pockets.

Practicability

Our product is created to suit the needs of our target market to the maximum possible, hence, underlining the simple fact that it is extremely practical.

User-friendliness

Our product will satisfy elements of physical needs which are particularly of an issue in the modern world and are frequently raised by the Media regards the modern technology. Damage to a person's vision, radiation waves, from which many physical problems, from migraines even to cancer, stem, are the ones commonly subject to concern. Primarily, many businesspersons suffer from eye problems that arise from intensive reading or/and high utilization of computers; taking this into consideration we came up with a product that is eye-friendly. As for harmful radiation, our device is designed not only to tend to the needs of communication, but also to care for the wellbeing of our target market. It is just very selective who its friends are. Global Technologies Limited guarantees that our target market would never have to worry about the side-effects of our product.

The Product Description of FASCIN'8

Design is the heart and soul of any product. A good design begins with a deep understanding of customer needs, which in this case is convenience and easy access to all the available technology. More than simply creating a product or service attribute, it involves shaping the customer's product-use experience. FASCIN'8 validates all the necessary requirements that any business person can relate to and even more. It is a product designed not only for customer to ease communication but also to reflect the personality of the customer. We met the needs of our main target market by taking different aspects into consideration. The overall design is the first such aspect that we are going to converse about.

Explanation of the Overall Design

The device is exceptionally sleek, portable and aesthetically appealing to the eye. The parameters are only 10 x 5 cm; the panel is only 1 cm thin, making it one of the narrowest gadgets in the world. This underlines its practicability, invaluable to frequent travellers. In essence the device is a new generation compact AI Mobile/PC.

To start with, the device is available in 5 colours to choose from:

- * Diamond Black
- * Silver Grey
- * Royal Gold
- * Perl White

* Navy blue

The Front View, the Bottom Side View, and Their Functions

As it is depicted in Appendix B, the front view side accommodates a mini screen, and 24 small metallic buttons, which are beam sensors. The light blue panel, which also serves as an automatic recharger converting the power of light into electricity, beneath the sensor beams is the mini touch screen which is activated by a single touch of a finger. The pre-installed buttons, which can be customized much like the whole of the device, include the sensor buttons for

* The Financial advisor to analyze the situation in the financial market,

* The first left button is for powering up the screen and keyboard.

When there is need to use the full work mode and the full-size screen and keyboard you only need to press the first left button or instruct the device. At once, the 24 beam sensors are activated and will project a regular 13' PC screen, while the 8 beam sensors at the bottom side will project a light keyboard.

The Top View and Its Functions

The mechanism is compatible with all modern devices, ranging from cameras to flash drives. Thus, the top view carries a universal outlet for the headphones as well as for a microphone, an outlet for additional memory if needed, a USB outlet, and a round outlet for the recharger when there is a necessity to power the device faster through electricity than via light. The

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recharger outlet is universally accepted and if the one provided with the device is lost, it is easy to find another one.

The Back View and Its Functions

At the back of the view, there are the two inlets for light metallic cords which fix the device on your hand. Since the device is an AI (Artificial Intelligence) it is only necessary to give a mere command so that it would out fold and attach itself to your hand.

The Features of FASCIN'8

FASCIN'8 possesses a great variety of features, both common to other mobile devices and innovative from our side, for our target market customer to utilize up to their choice.

Thus, we have included the following features in the product:

- * The Phone Features. Here we have included the basic functions such as creating and sending SMS and MMS messages, and sending/receiving Video Calls.

- * The Computer Features. Since FASCIN'8 is 50% computer, it is only natural for it to have all the functions of an average computer. Sending/Receiving E-mails, Browsing the Internet, Working with your files, Media Player for music, video, movies, The Web Cam device, serving both for Video-Calls and for use as a Web Cam. Any computer software can be installed on our product. The pre-installed Operating System is Windows Vista Business, but the device

allows installation of other Operating Systems. Up to 2 Operating Systems can be installed in one device.

* The Camera Features. We have included the option of using the usual functions of any ordinary digital camera such as capturing images and video-recording. We are proud to declare that the FASCIN'8 camera has 25 mega pixels, even outstripping modern professional cameras in this sense.

* The Organizer Features. With the help of FASCIN'8 you can be sure you will not have to worry about organizing your day. Our product is programmed in such a way that you need only mention the date, the time, the approximate duration, and the importance of the event. FASCIN'8 will add this to its memory and will just notify you before the event. Also, FASCIN'8 can help you even better plan your time by making suggestions if you wish.

* The Artificial Intelligence. Thanks to the recent technologies developed by Global Technologies, Ltd. we have included the AI which understands speech and is voice-controlled.

* Light-projected Screen and Keyboard.

* Connectivity. We have included in FASCIN'8 a fast satellite Internet access from any location at any time with excellent network compatibility, speed and endurance.

* Security. FASCIN'8 safeguards the integrity, confidentiality and authenticity of your corporate data with a strong encryption scheme that keeps data encrypted. All of your information is protected by your natural codes, being

eyes and fingerprint recognition. Also, another feature that we pride ourselves on is the Tracking Device. We provide 2 Tracking Devices: one is already programmed inside the device; the second is provided separately and always stays with the owner. Even if you lose your FASCIN'8, we guarantee that using your Tracking Device, it will be possible to find it easily wherever it may be. Your own tracking device will give you a precise global location. It is carved in a ring format with a small display and can be placed as a ring, a pendant, or key-chain. Even better, not only will you not lose the device, but you will not be able to lose yourself because it has a pre-installed GPS (global positioning system) so that you can track where you are in unfamiliar places. It acknowledges the presence of a person with you having to be there; i. e. it provides you with an online conference if the person on the other end has the same device.

* Convenience and Compactness. In such a small size, we inputted more functions than average computers and mobiles can possess all together. Moreover, FASCIN'8 is easy and practical to carry around, making it an invaluable possession during long travels.

* Special features. Here we incorporated the financial advisor into FASCIN'8. The Financial Advisor is a device for analyzing the present trends in the markets and gives the best solutions for investment.

* Nature-friendliness. Our product is ecologically friendly, made of ecologically clean, recyclable material. It does not emit radiation. Also, it does not use directly the ways to recharge itself which can potentially pollute

the environment, since it is powered by both light and electricity. In the case of electricity it is very economical.

* User-friendliness. While it is usually impossible to remove fully the radiation emitted by modern technology, we found a way to remove the radiation and its effects from FASCIN'8. We created an invisible layer around the keyboard, the screen and inside the physical device to withhold all the radiation from reaching the outside world, and, especially our customers. Better yet, it does not harm the eyes, and as well, the projected screen can be adjusted according to needs of our customers should they have any sight problems. Thus, if a person suffers from either from short-sightedness or long-sightedness the screen can be fixed. Also, the device is not exclusive, but rather inclusive; it can be used by blind people.

All in all, FASCIN'8 revolutionizes the market of computers, mobiles, organizers and any other gadget ever created. Hence, it is an obvious fact that FASCIN'8 is exactly what our main target market consumers' need.

Using FASCIN'8

Before switching the device on for the first time, it is necessary first to connect it via the recharger provided with it to the outlet to allow it to charge fully.

Our product is programmed so that it is possible to work in 2 regimes: the automatic, and the manual. It is only necessary to work in the manual way either at the point of first installation or when using the Internet, writing and e-mail, etc. precisely meaning the tasks which need to be done by hand.

The point of first installation is the time you turn on the device for the first time after the purchase, and is the only manual action which you might need to perform. It involves pressing a finger on the small sensor screen just below the last row of beam sensors and holding it so for 7 seconds. FASCIN'8 then will come to life: the mini-screen will be turned on by lighting up and you will hear a soft whirring inside the device, - meaning you have initiated the installation. It is recommended during that time to leave the device be, while the systems turn on and retrieve the information for installation. After approximately a minute, the whirring will stop, and the light beams will outline a proper 13' inch screen and keyboard, and finally the female voice belonging to the AI of FASCIN'8 will welcome you and will guide you through a quick tutorial how to use it properly. What the voice says is also written on the screen.

Basically, FASCIN'8 will explain how it works in general and the features available. After that the installation will begin with the appropriate information shown on the screen as well. During that time FASCIN'8 will take a sample of your voice, your finger prints and texture of the eyes for security reasons, so that no one except you would be able to use the device or the information contained on it. FASCIN'8 is more than just able to recognize human speech and translate it into meaningful information; it can recognize the speech in 5 different languages, including English, Maltese, French, German and Italian.

During installation you will instruct the device to choose 1 default language for the Operating System; yet, this will not exclude the other four.

Furthermore, you will be able to choose the gender, with/without accent, and the age of the voice to your liking. In addition, you will have an option of changing the color of the mini-screen and customization of the sensor buttons. After that, the installation is complete and the main screen will show the default Windows Vista Business desktop. The voice welcomes you once again and offers you to begin your work, either by instructing FASCIN'8, or using the device manually. The whole installation process takes just an hour.

It should be noted, however, that the manual function is a much slower option rather than using voice-control. FASCIN'8, upon instruction being the automatic regime, does the functions 10 times faster than the human, thus saving you the time.

At first glance, one might think that FASCIN'8 is an extremely complex machine, yet, it's not, for with all the powerful and sophisticated technology we included inside, its core programming emphasizes the ease of use and the freedom of self-expression, thus presenting you with an unforgettable out-of-this-world experience.