Marketing plan

Business, Marketing

Learning Team C: Marketing Plan Solar Pad Phase Ashley Howard, Robert F Bazan, and Daniel Toirac MKT421 November 19, Harold Ricardo Learning Team C: Marketing Plan Solar Pad Phase 1

Apple Corporation is an American company that has been well recognized as a supplier of consumer electronics, specifically Macintosh computers. The history behind the great invention is Steve Wozniak and Steve Jobs. They were both schoolmates and shared the same interest in electronics. They both stayed in touch after graduation, and both end up dropping out of school and getting jobs working for a company called Silicon Valley. Steve Wozniak was dabbing in new designs for electronics for some time and eventually he arrived at designing the first Apple 1 series. The Apple 1 was a design of a microcomputer system with video terminal and 8k bytes on a single PC card. Steve Jobs approached technology with a “ visionary” perspective, so he insisted that his self and Steve Wozniak try to sell the machine. The birth of the first Apple was April 1, 1976; however, Steve Jobs didn’t approach Apple with serious intentions, until 1977. When Apple 2 debuted at a local computer shows trade it feature was in a plastic case and include color graphs, Apple 2 became an attractive machine. The demand for these new devices increased exponentially shortly after its introduction. With substantial sales revenue growth, Apple was in position to expand the company. In 1980, Apple 3 was released and everyone from employees to managers were purchasing Apple computers. However, shortly after Apple took a hit in 1981 and operations began to slow down, resulting a layoff off 40 employees. In addition, and unfortunate during this slowdown for the company, Steve Wozniak suffered a car accident, which resulted in Steve

Jobs stepping up and becoming the chairman of Apple. As time progressed with the market growing rapidly IBM released their first PC and they quickly dominated the market. Steve Jobs team worked as quickly as possible to compete with the IBM. In the end, Steve Jobs realized that Apple would need to become a " grown up" company and then realized that he might not be the man for the job. In 1983, Jobs believed that John Sculley would be the man for the job and he became the president and CEO of Apple. Although Sculley was an overachieving businessman, in which he did not have much knowledge about the computer industry. Jobs, who of course was knowledgeable concluded that Mac would ultimately be made or broken by software industry. In January, Apple had a 60 In second commercial introducing the Macintosh, analysts predicted that the IBM world would be shattered by Macintosh. The Mac had a strong reputation among product distribution and have in a timely manner arisen to most of its technological challenges and transformed into success. Apple Corporation has become a leading manufacturer of Macintosh computers and iPhones, which meets the demands of the customers. This has made the company become competitive and become a threat to competitors. As participating partners with Apple, we, Ashley, Robert, and Danny have a new product that continues the consistency of the Apple tradition.

The description of the new product for Apple is an innovative iPad called the Solar iPad. Not only is this a relative of the standard iPad, but also will have some revolutionary features to its operating system, and the way it processes and handles power consumption. The Solar iPad was initially created to assist those customers who rely on internet access for their

business and for their daily transactions. The Solar iPad will not only rely on conventional electricity but also will create and store electricity through the use of solar energy on the iPad’s sensors. The solar energy will ensure that the iPad’s internal battery will be available at all times in the event there is a power outage, providing an emergency reserve that is already stored in the iPad itself.

Among the many features of the Solar iPad is not only the built in solar panel to convert solar energy to electrical current, but also the Solar iPad utilizes a built in mini Wi-Fi card, creating a solar Wi-Fi network wirelessly when internet connection is down. This enables users to access the internet by establishing their own virtual private network, and continue to utilize the internet in their normal routine. In addition, the Solar iPad will use a satellite Global System for wireless connectivity, such as a GSM chip to enable the user to receive a wireless signal from a satellite provider. Another great feature of the Solar iPad is that its charging station is both dual charging compatible, combining electric power and solar power, therefore allowing the user to prepare in the event there exists an outage the Solar iPad has backup power. But why is this important and why is the marketing important to the success of Apple.

In today’s society, there are many things in both the economy and the climate that must be addressed. In the wake of Hurricane Sandy that struck the Northeast region, there are still many residents without power and communication. Privately owned businesses are hurting due to the failure of restored power, resulting a need for an alternative solution. Secondly, fuel has been rationed because of the shortages in the area, which limits

consumers to run generators for electricity. We believe that because of a natural disaster, to where the resources needed to conduct everyday routine livelihood must be preserved by constructing a cost effective product that meets the needs of many. With solar energy powered devices, this would not only provide another natural resource of power during such events, but it would provide a savings to consumers from conventional electricity usage and a low cost alternative for internet access as well. Thirdly, with the use of a GSM network operated by satellite, this would eliminate the need for a tower system because a service provider would be able to transmit directly to the Solar iPad's built in mini Wi-Fi device. The Solar iPad not only introduces innovative technology, but also provides consumers a cost-effective alternative in savings by utilizing alternative resources in power consumption, communication and reliability in transactions and communication.

In order to plan for success of the product, a SWOTT analysis will be performed. Within the SWOTT analysis, Apple will analyze the strengths, weaknesses, opportunities, threats, and trends of the product. The strengths of the Solar iPad are that it will provide consumers with a different alternative to the standard iPad, one that is completely green compliant. With energy consumption at an all time high, a solar powered electronic device with the capabilities the iPad offers will succeed. Another strength of the solar iPad is innovation. Apple will be the first company to provide a fully solar powered device, ensuring its place as the market leader in innovation. Weaknesses of the product are consumer acceptance and global demand. Although Apple is known to provide breakthrough innovative devices, a solar

powered tablet is completely unknown to consumers. Many individuals may not buy into the idea of a device that runs on solar power, although Apple will include the standard electric connector to power the device conventionally. Apple will assuredly market the product globally as an energy efficient green device, completely void of standard electrical power; however this device will prove successful, as all other Apple devices, if it is accepted globally. With energy at all time highs in many European, South American, and Asian countries, Apple is banking on the Solar iPad becoming a success.

The SWOTT analysis will also address opportunities with the Solar iPad. Apple is the world's richest company, with huge market shares in the electronic field; however the introduction of this device allows for an opportunity to break into a new undiscovered market. The Solar iPad will not only allow Apple to become a global leader in innovation, but also in energy efficient product design. The Solar iPad will provide Apple opportunities to gain market share and positive recognition as a pioneer in a forward thinking energy independent product development.

Apple must also address threats and trends, which can hinder sales of the Solar iPad. Threats can include intellectual property (IP) theft and product slander by competitors. It's no secret that when an innovative company creates a new product that captures consumer demand, competitors are soon to follow suit, offering similar devices at fraction of the prices. Apple must protect against the threat of copyright infringement and IP theft from competitors. This can include major market competitors such as Samsung, Motorola, and HP, but is not limited to small, foreign companies that

blatantly copy Apple designs and sell similar products at minimal prices. This practice is highly exploited in China and other Asian countries, where storefronts actually exist selling exact reproductions of current Apple products. Other areas of threats are in slander from competitors, possibly downplaying the technology and creating fear within the consumer. Competitors can speak of the possibility that the device may not work properly, or the sun can cause harm to the device, limiting its demand and desirability. These are all hypothetical, but Apple will need to prepare for all possible threats. Trends within the industry must also be addressed prior to product launch. The good news is that the iPad, along with other tablets from competitors have never been in higher demand. The Solar iPad will offer increases in demand, offering consumers with more options for their electronic device. Trends in the tablet market dictate that a groundbreaking innovative design, offering the consumer with a faster, more energy efficient design will prove successful.

Apple will take a four step approach to their marketing research approach regarding the Solar iPad. Apple will define the problem by researching how the Solar iPad will fit and be accepted by consumers. Defining the problem will include setting objectives, which is to create an energy independent electronic device to be marketed and sold to domestic and international consumers. Then Apple will create measures of success, which will include market test runs with different consumers in different areas of the world to gain feedback and appeal. Next Apple will develop a research plan that will involve the development and execution of data collection and the filtering of relevant and irrelevant data. This part of the marketing research approach

will also include Apple leaking rumors about the possibility of a Solar powered device to gauge market acceptance and demand. Next Apple will enter the data collection phase where concepts, specs, ideas, and designs are presented. Apple will decide which size, shape, and design the product will be to increase appeal to consumers. Also, data collection will include feedback from consumers and credible critics as to truly gauge where the Solar iPad, if created, will stand. Lastly, Apple will submit a final report, detailing its findings, which include market demand, global acceptance, and consumer appeal. Also included will be design, spec, and product production costs. Apple will then decide if the product is a go or no go. All of these steps will allow Apple to develop a proper marketing strategy to ensure the Solar iPad's success.

In Week 1, the Learning team chose Apple, Inc. as its existing company, because of its continued success today. With the vision of innovation and product reliability and consistency, Apple is by far one of the front leaders of the computing industry today. In Week 1, the Learning Team discussed Apple's history, the proposed product, the Solar IPad, and the SWOTT analysis. The Leaning Team also did discover an opportunity to test launch the Solar IPad to a concentrated area to measure its success and opportunities for improvement. In Phase II, of our Marketing Plan, we will address the test market in addition to related markets with respect to distribution and implementation, as well as respective segmentation that will define the users based on usage and their respective roles and functions within the area in relation to management, facilities, utilities, and so forth. We will be presenting the implementation of the Solar IPad to one area that

could best benefit its features and capabilities. We begin with our target market, the American Northeast.

The Learning Team selected the American Northeast primarily due to its citizens need for a resource of communication since the impact of Hurricane Sandy left the Northeast without conventional electricity. We believe that with the launch of the Solar IPad, not only does it provide its own source of generating power via sunlight; it also will allow the citizens of the Northeast the ability to communicate across the country via email and other resource outlets. Secondly, the Solar IPad, as mentioned in Week 1, will have a capacitor-like storage component housed into the device that will allow users who still are without power have access to this device after sunset, generating a self-sustaining power source of up to 8 hours of standby time (a time ratio utilized similar to that of a cellular phone). Our target market for this prototype device will focus on the American Northeast that was impacted by Hurricane Sandy. With some areas still flooded, and many residents still without power, specifically in the Staten Island area, this new product provides a win-win scenario that assists the communities in a time of need, especially for those who have no transportation ability, and no communication resources available. As a result from a study of this analysis, the Learning Team feels that the Solar iPad enables this area to serve as a prime target market to introduce the Solar IPad and its benefits.

Another role that will determine the success of the Solar iPad will be its segmentation rollout. We believe that in order for the launch and distribution of the Solar IPad to be a success, we must clearly define the capabilities implementing based on the user. Segmentation criteria would be based as

follows: An entry-level user friendly Solar iPad with voice recognition and simplified web-browsing capabilities for the senior communities along with basic features and functions. Secondly, a student IPad series that would cater to high school students and university students that cannot reach their schools, but have the opportunity to have “ virtual” classes via means of the “ facetime” application linked to the school or university, along with the office software for document composition, transmittal, and storage. Thirdly, the next Solar IPad for independent entrepreneurs and small business users that would include access gateways to vendors and suppliers to whom they already have linked accounts to continue in ecommerce capabilities. Finally, the Solar IPad Enterprise series, targets the employees of a corporate infrastructure or branches of government. These criteria should be clearly defined to ensure the accuracy on which Solar IPad is properly distributed towards. Now that we have identified our target market and criteria for segmentation, we now will examine the organizational buyers, decision makers and consumers and how these determine their purchasing decisions. In the introduction and marketing strategy of the Solar iPad, an area that will be pursued is the organizational market, primarily due to its volume and exposure possibilities. The Solar iPad will be a revolutionary product, allowing standard consumers and organizations alike the advantage of powering their device free of electrical outlets. This breakthrough innovation will allow for organizations to come aboard the growing trend of corporate green initiatives and exemplify culture of energy efficiency. The success of the Solar iPad will not only hinge on standard consumers, but a strong focus will be placed on organizational buyers.

Apple understands that organizational buyers are individuals who represent a business and generally are extremely involved and sophisticated. Organizational buyers will analyze all areas of a product, including efficiency, practical use, use within the organization, and longevity. Organizational buyers must be in-tune with current market trends within the industry the buyer works. Organizational buyers typically are employed by retail stores to purchase items from wholesalers and manufacturers. Since organizational buyers typically deal in large volume transactions, they must use a different method of evaluating a product in respect to risk versus reward. Organizational buyers will not be as risky as standard consumers, simply because they are jeopardizing the integrity of the corporation they represent.

Apple will seek to market the Solar iPad to large volume organizational buyers such as Wal-mart, Target, Sears, and Best Buy. The organizational buyers that represent these retailers account for a hefty percentage of current standard iPad sales. Apple will also seek to market the Solar iPad with domestic cellular carriers such as Verizon and AT&T. Since the Solar iPad will be equipped with CDMA or GSM technology, it makes perfect sense to have the biggest domestic carriers carry the product. Apple will seek to continue current trends and market the Solar iPad as a higher energy efficient product, which will appeal to a percentage of the organizations customers.

Since each organizational buyer and consumer is different, Apple will need to establish a plan to address each one of them. Organizational buyers may not be interested in the Solar iPad, stating that the main difference between the

two is price and the solar powering feature. Due to the high cost of solar technology, the Solar iPad will certainly carry a larger price tag. These factors may inhibit the organizational buyers desire to carry the product. Adversely, the Solar iPad will be a revolutionary product, proving to be in high demand, as many of Apple’s products are, and that alone may influence organizational buyers to endorse the product. The positive approach that an organization can take in purchasing the Solar iPad in regards to public relations and green initiative adopting will also prove to be important factors in an organizations decision to purchase the product.

Apple will have to analyze all factors that influence organizational buyers and create a strong marketing plan. The plan will have to include pros and cons of the product as well as how the product can improve the business. Apple can choose to market the item as a 100% energy independent product, free of all shackles that confine traditional electronics. The sun is the new charging cord. Apple can also take a more hands on approach to their marketing, stating that the Solar iPad will allow users to keep their product working on the go. Construction foreman can now charge their device while supervising the latest build. Police man can keep track of traffic and news alerts while patrolling. Lastly, and possibly most powerful marketing approach Apple can take is “ staying connected while the power is out.” In the wake of such natural disasters such as Hurricane Katrina and Sandy, Americans are looking for the next innovative product that will not only function properly during normal conditions, but also extreme ones. Individuals and organizations alike can stay connected, even when power is out by charging the device with the only natural power source available to

man, the sun.

Apple products are one of the most successful globally known products thus far and they are continuing to claim the charts with success in every product they put out. To compare Apple to other products currently out on the market with sales and actual quality can be difficult. This year alone according to a survey by Nielsen Wire, Apple brands are ranking over video games consoles like the Wii U, kindle fire, nocks, and PlayStation vita these items are top most wanted on the Christmas wish list this year. Almost half of children 6- 12 years of age said they want iPad for Christmas leaving the WII U with 38 percent popular demand, 29 percent will ask for Nintendo 3DS, Xbox and PS3 feature 25 percent, Vita 14 percent, Samsung Galaxy 9 percent, Kindle fire 19 percent and the others devices follows. When it comes particular to Apple products on the wish list, the iPad ranks 48 percent, iPod touch 39 percent and iPhone 33 percent, which means that all their product line suggests a success. A product like Apple is just hard to find which leaves consumer paying top dollar for all Apple products and anticipating for the new release every six months. Therefore when it comes to our team marketing a new product such solar iPad we feel Apple’s audience and the consumers are always pleased with the new devices and there will be even more excited about the Solar iPad and the more convenience it will bring. Furthermore, Analyzing another competitors on the market against Apple simply does not have any comparison. Although there are other similar products such as the Kindle Fire, Noc, or tablets that has the same kind of concept but does not have the impacted that Apple has, especially when the new Solar hits the market.

The Learning Team in weeks 2 and 3 introduced the Solar iPad as a new and revolutionary alternative to mobile computing. We also recognized the potential success with the launch of this product, but also determine the need for those who rely on its ability and functionality. In prior weeks, we discussed briefly about our target market, whom it benefits, and why the innovation. With all the previous reliable product line that Apple continues to offer its customers, we believe that Apple has yet to tap on its potential to reach customers in high demand of the Solar iPad, but its continued tradition in the development of innovative technology. Next, we will discuss briefly the products attributes in the product itself, beginning with Solar technology. Our first and most important attribute is the solar technology. Why solar energy?? From the increased use of solar technology in addition to shortages of conventional electricity such as power outages, due from natural disasters, component failure. Etc, solar energy would provide the best supplement as an alternative means of power. Solar power has been dated back to the late 1950's when the first orbiting satellites used solar energy and convert to electricity. But to better understand this, we must understand how solar power gets converted to electricity. In simple layman's terms solar energy is converted to electricity by means of the sun's energy absorbing into a " solar" panel in which its materials acts as a semiconductor. The energy from the sun that is absorbed into these semiconductors allows the electrons to flow freely, thereby creating an electrical current. One example are solar powered calculators. When there is sunlight, the calculator functions properly just as if it utilized battery power or an alternating current jack or plug. We believe strongly with the use of Solar receptor the iPad will

have enough electricity to perform its functionality. The Solar iPad would also have reserve power stored with a special built in capacitor like chipset as storage for reserve power.

Power consumption and distribution is the second attribute of the Solar iPad. Given sunlight lasts 10 to 12 hours, users can would still be able to use the Solar iPad at night. During routine operation, the Solar iPad would rely on its resources to carry out instructions for its programs; however; it uses more power and memory consumption. A “ priority mode” feature would alert the user with 25% of reserve power would enable the user to select only programs that would enable full functionality within that threshold. This would enable the user to focus on the current task or utilize the solar powered charger adapter. The solar powered adapter sits in a holster throughout the daytime while the user utilizes the Solar iPad, and the Solar Charger absorbs the Solar energy through its solar micro panels and stored the converted electricity inside its own capacitor, stored away and ready for use. Now in addition to the power consumption while the Solar iPad is in use, the additional charger plugged into a USB port will provide the iPad an additional 5 to 6 hours of power. So there is always a redundant charging resource always readily available for the user. Other attributes for the Solar iPad built in are a Wireless MiFi device to allow for wireless connectivity through the internet, as well as cellular phone capabilities.

The pace and movement of the Solar iPad should be considered in phases. While most users are dependent on conventional electricity, we believe that the Solar iPad would best serve in its target market of the greatest need. Recall in Week 1, our primary focus is the Northeast, specifically the New

York/New Jersey areas that were impacted by Hurricane Sandy. Our goal is to distribute to small communities and businesses a soft launch of the Solar iPad to see if any impact. We would also provide prototypes initially at no charge to our first responder units for deployment and use. This would illustrate an example of a “ primary demand” scenario for the users. With growing and anticipated competition arising during the selective demand phase, we would continue to position the product behind the goodwill and reputation of Apple. With “ market maturity” and “ sales decline” stages we would adjust our strategy by reaffirming that Apple became the first company to launch in addition to its portfolio of reliable products.

Everyone can agree that Apple puts out quality products and with the new idea of solar product periods would indeed throw up red lights about making an investment of buying a product that is solar based. Solar power is not a new topic and it been dated back since the 1950’s. Solar is major market that has been taped into and with all the disasters it seem as if the market would move towards it. The problem that’s been claimed is that solar is against pollution and big place such as New York, which would be our target market; it would have a bad taste in some consumer’s eyes initially. Then of course we would have people put in disclaimers about the sun going down and what would we do in this matter, or even people saying in certain parts of the world such as north and south pole that don’t get sunlight, how will they utilize solar anything. These disclaimers will be approach explaining how would the product iPad operate after hours. Well as mention before our direction of marketing the product would be northeast only and all of those places receive sunlight regardless of pollution and etc. Furthermore, the iPad

will have a capacitor-like storage component housed into the device that will allow users who still are without power have access to this device after sunset, generating a self-sustaining power source of up to 8 hours of standby time. There is a given while marketing our product life cycle that these cons will be brought about and indeed it will affect the lunching process. However, taking a deeper scope into the pros in which outweighs the negative attributes will win over our target market. As we mention before New York just had a horrible storm in which there power stays out for days. Now since energy comes from the sun, unless it stop shinning on any giving day, in which according to NASA the sun will continue to shine for another 6. 5 billion years. Therefore it is safe to say solar energy is not going anywhere. The positioning strategy that Apple will proceed with in regards to the Solar iPad will be in defining the class itself. There is no current market in place in the category of the Solar iPad. Sure, there are standard iPads and Tablets, of which there is extreme competition, but in the segment of solar powered tablet devices, there is no comparison point for Apple to adhere to. Such being the case, Apple will position itself as a product innovator in this category, exemplifying the innovation, craftsmanship, and foresight placed into this revolutionary product. Apple will exploit the innovation as well as the customer benefits behind the Solar iPad as its main positioning strategy. Customers will now be able to have the unique ability to power a fully functioning iPad via solar power as opposed to standard electrical current. Another customer benefit and innovation position strategy Apple will take is marketing the built-in mini Wi-Fi system, enabling consumers to connect multiple devices to the existing network coverage. This technology is not

new to the market; however it is new to the iPad segment. No current standard iPad has this technology, so adding it to the Solar iPad will certainly increase consumer demand. Apple will ensure that part of the presentation also points out that the solar function is not mandatory to power the device. The Solar iPad will also come equipped with the standard lightning connector to power the device conventionally.

The differentiation strategy Apple will surely adopt marketing the Solar iPad to various consumers. Since the inception of the iPad, Apple has been successful in marketing to many different consumer types, from young children to students to adults, all maintaining that the iPad was the best device for their needs. The App store has also played a major role in the marketing strategy for the iPad, displaying many uses for the device created by programmers and third-party developers. Apple will capitalize on the current success of the iPad; however will expand into the solar and energy efficient conscious consumers. Though pinpointing on that market alone will not be successful for Apple, highlighting on its innovations and energy independence will create demand. Apple will engage consumers with the solar technology and ultimately gain customer confidence with its ample advertising campaigns.

Apple will look at several pricing strategies to implement with the Solar iPad; however as history has dictated, the only pricing strategy Apple uses and has seen continued success with is Premium Pricing. Apple has a long history of charging premium pricing compared to competition, with the understanding that the consumer is purchasing a top-level, high quality, and innovative product. Apple to a certain extent has taken advantage and to an

extent exploited this strategy; however this has done nothing but help them. Apple continues to grow, against the understanding and comprehension of many financial analysts, in a down economy. How have they done this? The answer is simple. They have managed to grow while offering premium products at premium prices by creating demand. Apple is notorious for creating buzz around new products. They announce events and provide hidden messages in the invitations; however they never press release any new products. The world is revealed new devices at once, just as Apple intends to. Apple then begins its masterful marketing strategy of engaging all individuals, not just particular segments. This is what allows Apple to adopt a premium pricing strategy for its products, and that trend will continue with the Solar iPad. Consumers will marvel at its innovation and revolutionary breakthroughs and will ultimately pay the premium amounts Apple chooses to price the product at. The Solar iPad will break the mold in regards to innovation within the tablet market; however the pricing strategy will follow its predecessors.

The Learning Team for the past 4 weeks concluded on a solar iPad as a new and revolutionary product. Not only is at a first for Apple Inc., but also will satisfy a great need to those affected from the aftermath of Hurricane Sandy. Recall that the main purpose of the Solar iPad was to initially deliver a means of communication without the use of conventional electricity at a low an affordable cost. We also discussed its role in the marketplace can realized how this can be a breakthrough in wireless and mobile computing. Given its components of its capabilities, we will finally examine a potential marketing strategy to the consumer.

In order for the Solar iPad to be launched successfully, we must first consider the market of launch. With a focus of audience as priority, we believe the appropriate location to launch the solar iPad is in the Atlantic Northeast. As partners with Apple, Inc. our main focus targets one of the largest metropolitan areas of New York/New Jersey. Before we can implement a successful launch we must give consideration to our service provider partners and analyze the effects of channel management for the product launch.

Our first step in our marketing campaign is to set up a satellite Apple Trailer deep and in the heart of the affected area. By providing this and partnering with local Chamber of Commerce communities, we will provide promotional loaner Solar iPads to the consumers who rely on the internet for commerce or simply communication. Our distribution channel management satellite location will also be partnered with a retailer that provides wireless services such as AT&T, Sprint, Verizon, etc. that will provide a wireless connection and Wi-Fi capability for the users to access the internet. As promotional loaners, we will allow a promotional 30 free trial of use of the Solar iPad before charging the user for the wireless subscription and give the user the option to rent or purchase the Solar iPad outright. This effect on channel management on this scale in the phase of deployment will gradually create more demand due to the innovation and revolutionary nature of the product. Apple in addition, is partnering with local authorities to promote a mass campaign through local newspaper advertisements, radio, and some television advertisements. The direct effect of this channel management then will focus towards partnering with national “ big box” retailers, such as

Best Buy, HR Gregg, and of course Apple. In partnering with the local communities and secondly the big box retailers, we are confident not only can we reach the communities of the affected areas, it would provide the rest of the Apple community and its users another alternative means to savings on wireless usage and electrical consumption. Next, we develop a sales promotion schedule and an advertising plan.

Sales promotion schedule and Advertising plan

The Solar Ipad is targeted for those people who are high need of internet and have busy outhouse working life. The product is will be sold through different distribution channel partners. Therefore overall sales promotion will include promotional strategy for all participants in sells and distribution o the product. Before launching of the product for the end users, different trade promotional campaigns need to be conducted to attract the channel partners like distributors and retailers. This type of promotion includes extra percentage of discounts on achieving of monthly or quarterly sales target. Second stage of sales promotion will be sales force promotion which includes high percentage incentives on total sales target for each individual territory sales executive or business development officer. This will create effective monitoring and tracking of sales performance in each targeted territory or market by the business development executives. Next stage of sales promotion would be trade shows which creates interest to the leading retailers and distributors about different sales scheme (Winer, 2007, p. 315). Solar Ipad is an innovative product and therefore, advertising for this product also need to be attractive and innovative. Advertisement campaign needs to be of different medium like print and digital medium. Advertisement need to

be penetrated through different media like news papers, magazines, television and internet. Though campaign will of different medium and through different media but message of the campaign will be same which target the same segment of potential customers. Print medium advertisement will consist of image of the product with its highlighted unique feature or USP of the product. The audiovisual or digital advertisement will have objective to stimulate the emotion of the potential customers regarding unique benefit from the product which can fulfill the need of a communication device in critical disaster and lack of electricity supply. This will stimulate the desire of having this internet communication device with a very special feature (O’Guinn, Allen & Semenik, 2008, p. 73).

Reference

http://www. apple. com/. (2012). http://apple-history. com/h1. Retrieved from http://www. apple. com/

Winer. 2007. Marketing Management. Pearson Education.

O’Guinn, T., Allen, C. T. & Semenik, R. J. 2008. Advertising & Integrated Brand Promotion. Cengage Learning.