

Marketing plan selling tablets assignment

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Accessories will include a full keyboard, kook light, and a mouse. Another accessory would be a case for the tablet that can be school customized for color and logo. The tablet, manufactured by ETC, will be tailored to any specifications of the schools choosing and allow each school to have their own customized tablet. The tablets will be interactive in the classroom and a learning tool outside of it. Producing a low priced, highly customizable item will push this tablet to the front of the industry, causing it to gain a lot of interest among higher education schools causing sales to skyrocket.

This product will be a hot item n the area of schools going green as the tablet could extinguish the use of school books completely. All of the books would be E-copies able to download onto the tablet itself. The student will also be able to take notes, record lectures, and share notes while in the classroom with the tablets. ETC will also sell the tablets directly to the schools taking out the middleman. Once the school purchases the tablets they will rent the tablets out to all the students because every student will need one to be able to keep up with the integrated campus.

Ultimately the tablet is designed for ease of use and to make classroom learning more functional to keep up with the technological times. The main competitor for this tablet will be Apple with their I- pad, but the S-tab is already one step ahead being fully customizable. Brief discussion of product/service The product will be a tablet computer manufactured by ETC. The tablet will vary among schools as the schools will be able to select certain features and benefits for the tablet to make it completely customized for each school it is delivered to. The tablets will be a low priced, highly capable item.

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In the classroom the tablets will be interactive in the way that they will be able to link to each other and the professor for the ability to take a test or possibly share notes. For the student it will be easy to carry, easy to use, and reduce paper waste. The tablet will be able to hold E-books, be able to take notes, share notes, record lectures, and be a great classroom learning tool.

Mission Statement Itch's mission statement is: " Itch's mission is to become the leading, innovative provider of mobile information and communication terminals by providing innovative design, production and world-class logistics and service opportunities. Marketing Objectives Create product awareness through free trials and demos at trade shows the first year of production. Inform target audience about features and benefits of our product and its competitive advantage, leading to a 10 percent increase in sales in one year. Reach at least 5, 000 visits per year. Increase number of visits to our website. * Get the tablet system implemented in at least 3 major universities with pending contracts with at least 5. Generate 1, 000 leads over a one year period with a 3% sales ratio, selling to 30 schools in one year. Start developing a database specifically for the school tablet.

After here are 20 institutions in the database then start to create a best customer profile Industry Sales Trends: i. 2011 sales of tablets: * Forecasted 24. 1 million units in the United States ii. 2010 sales of tablets * 10. 3 million units in the United States iii. Apple I-Pad expected to hold majority of market through 2012 iv. 2015 sales of tablets 1. 82 million US consumers are estimated to be using tablets Competition: Kinney: 1. Geared toward K-12 learning 2. Features 2. 3. 4. Wi-Fi HID hook up USB port Google's Android

operating system 3. Controlled security features White listed websites approved by school 5.

Messaging can be disabled by fault 6. 4. E-Book reader 7. I-pad 2: Focuses on instruction and assessment * Currently the major tablet being sold in the US to public and private * Targeted toward middle school, and elementary aged students institutions * Hundreds of teaching applications, numbers and alphabets * Lower grade level schools will focus on applications to be downloaded for phonics, building words, letter recognition and letter formation * High school level will be focused on: problem solving, research, communications, interpersonal, and self direction SOOT Strengths: * Low price, high function tablet makes it easy to sell.

Being school tailored makes this tablet more desirable for higher education schools to purchase. * Fully customizable for each school. * Easy to use and lightweight makes this tablet a go to for learning capabilities. Weaknesses: * Hard to produce a low price high function tablet. * First generation tablet, possible having technical problems with it. * No Current customer database * First tablet by ETC might be hard to sell due to being a first generation tablet. Switching to digital copies of books instead of printed ones the publishers should be able to dramatically lower the cost of textbooks while maintaining the name profit margins for the publishers. By creating a school specific tablet that is integrated with the schools network we would also be able to minimize fraudulent copying of textbooks. * Using digital books reduces much of the waste associated with print textbooks and could be marketed as a green alternative.

This could be fit into the current trend of health and wellness that tends to include green/sustainable products. * Would make it easier to have up to date information and theories included in the textbook as well as integrating a news function for current events. Threats: Could be hard to implement a tablet that does less. * Narrow target market at first (only private universities could afford) * Similar products would be easy for larger competitors to copy. Competitive Analysis Tablets are the new computing trend that has taken the corporate world by storm.

The initial entry into the tablet market and the current industry leader is the Apple pad. Followed by the pad. The majority of the top market players consist of; The Motorola Zoom, Samsung Galaxy Tab, and LAG G-Slate. These four tablets have the superior brand awareness making them the top competitors in the market. pad 2. Apple is currently selling the pad 2. The pad is a computer tablet used primarily as a platform for audio-visual media including books, periodicals, movies, music, games, and web content.

This tablet is the top competitor. The number one strength of the pad is the brand it carries, Apple. Apple sold 3 million of the first pad in only 30 when first released in April 2010. During 2010, Apple sold 14. 8 million pads worldwide, representing 75 percent of tablet PC sales at the end of 2010. By the release of the pad 2 in March 2011, more than 15 million pads had been sold more than all other tablet PC's combined. The pad is available for purchase through many retailers including Amazon, Wall-Mart, Best Buy, Verizon, and AT&T.

The pad has been launched in Australia, Canada, France, Germany, Italy, Japan, Spain, Switzerland and the United Kingdom, Austria, Belgium, Hong Kong, Ireland, Luxembourg, Mexico, Netherlands, New Zealand and Singapore, Israel, and China. Many colleges and universities have used the pad. Youngstown State University began offering three- hour rentals for the pad for its Fall 2010 semester, in addition to rentals for the Amazon Kindle, laptop computers, and Flip cameras. Apple's tunes U is home to more than 350, 000 free lectures, videos, books, and bedposts from learning institutions all over the world.

Universities such as Yale, Stanford, US Berkeley, Oxford, Cambridge, MIT, Belling Open University, and the University of Tokyo, as well as broadcasters such as PBS, offer free content on tunes U. The two largest drawbacks are the lack of multi tasking capabilities and the fact that the ' pad does not support flash player. No flash means it can not play many videos or graphics currently used online. Without the ability to multicast, the ' pad can only run one program at a time. Other drawbacks include the lack of a camera and no USB or fire basic computing needs.