

# Roomba essay



**ASSIGN  
BUSTER**

By 2025, the first machines that can see, hear, move and manipulate objects at a level roughly equivalent to human beings are going to make their way from research labs into the marketplace. These robots will not be able to “think” creatively like human beings, but that will not matter. Massive AI systems have evolved rapidly and allowed machines to perform in ways that seemed very human. Humanoid robots soon will cost less than the average car. Now the humanoid robot will be soon in India is going to be launched by robot’s Roomba which will become a commodity item, a robot to clean home and offices.

Robots have begun to move in and replace humans in the workplace in a significant way. Robots will fill janitorial and housekeeping positions in hotels, motels, malls, airports, amusement parks and so on. ref Robotic nation by Marshall Brain ..... do it apa style. iRobot robotics is now geared up to launch its products in India . iRobot Roomba is a robotic vacuum cleaner which is available in different series and price ranges for both house and commercial uses. Roomba is the first among the series to be launched. iRobot’s home robots are revolutionizing the way people clean their homes – inside and outside.

The award-winning iRobot Roomba floor vacuuming robot is leading the series; more than 2 million iRobots have been sold worldwide. Roomba made experimental robots a reality for the first time and showed the world that robots are here to stay. The Indian market is an untapped destination where there is a growing demand for innovative products like the Roomba. The changes in lifestyle patterns, increasing household disposable income ,

increase in literacy rate has given momentum to the youth to accept these range of products.

There has been a diffusion of innovation among this generation which would help India see a new technological advancement. Introduction iRobot

Roomba Features iRobot Roomba® 510 Vacuum Cleaning Robot \* 500 Series Cleaning System \* Covers up to 2 rooms on a single battery charge \* 1

Virtual Wall iRobot Roomba® 560 Vacuum Cleaning Robot \* 500 Series Cleaning System \* Covers up to 4 rooms on a single battery charge \* On-

board Scheduling \* Compact Self-charging Home Base® \* 2 Auto Virtual Walls iRobot Roomba 400 series- \$130 to \$200. 500 series- \$250 to \$450.

Professional- \$550. Company Profile \* iRobot designs and builds robots that make a difference. \* Founded in 1990 by MIT roboticists \* iRobot's corporate headquarters are located in Bedford, Mass. The company also has offices in Virginia, North Carolina, Michigan, California, the United Kingdom, France, China, Hong Kong. and Now in India. \* \$298 Million Revenue in 2009 \* iRobot is world market leader in Personal Robots \* High Market growth in Personal Robots so expected sales of 15 Million units by year 2015. Environmental Analysis to launch iRobot in India

The new product that will be launched in the Indian market is the new cleaning robots which are available not only for households but also for hotels and corporate. In this regard, the macro-environment of the Indian market will be analyzed using the SLEPT model. SLEPT means Social, Legal, Economic, Political and Technological analysis. Socio Cultural analysis Consumer opinions, trends and buying patterns, the brand image of the

company and ethnic or religious views are all potential social factors.

Demographics of India Population: 1, 166, 079, 217 (2009 est) Age structure: 0-14 years: 31. % (male 190, 075, 426/female 172, 799, 553) (2009 est) 15-64 years: 63. 6% (male 381, 446, 079/female 359, 802, 209) (2009 est) 65-over: 5. 3% (male 29, 364, 920/female 32, 591, 030) (2009 est) Sex ratio: At birth: 1. 12 male(s)/female (2009) Under 15: 1. 10 male(s)/female (2009) 15-64 years: 1. 06 male(s)/female (2009) 65-over: 0. 90 male(s)/female (2009) India's population will continue to grow at relatively rapid pace helping to drive up total spending. India's youthful demographic profile will further enhance this trend. According to latest government statistics national literacy is around 64. 4%.

Female literacy is around 53. 63%, male literacy is around 75. 67%. It is estimated that rate of increase in literacy will be more in rural area than in urban. iRobot's unique educational outreach program is designed to inspire elementary and high school students to choose careers in the robots industry (which is not that effective in India) and become the robocists of tomorrow. House hold product spending of Indian market is well below the international standard so there is lot of scope for the market to grow, so cleaning robots being a revolutionary product can bring some change.

Demands for vacuum cleaners are very low due to national preferences for floor tiles rather than carpets and it also need lot of manual attention, and it occupies more space, but our robot will clean tiles as well as carpets, it don't need that much manual support, and is very compact so there is good scope for the product. In the social context, it seems that the company has a great opportunity since, analysis shows that the Indian target market is really in

need of a new novelty items which can be used for cleaning work without manual efforts.

In addition, it also indicates that the current situation of the Indian market is that the customers are fascinated with new gadgets in line with modern technology. It can be said that the social situation of the Indian market is seen as a good target for company that would provide a new technological so as to meet the needs of the customers for a new novelty items. Legal Analysis: From business pattern to taxes, there are many legal issues to be encountered when starting a company or launching a new product in a country, many of which can bring a promising start-up to a grinding halt if the proper steps are not taken.