

Marketing project – autonomous bladeless lawn mower flashcard



The product I would like to offer is an autonomous bladeless lawn mower.

This mower is a self-sufficient lawn machine capable of mowing your lawn on its own. Describe the item you are planning to offer to the public.

It has unique features such as the bladeless technology keeping people and animals safe from harm and a rectangular design to cut your lawn in a straight line. This robotic mower comes with its own charging base that it will find its way to when charging is needed. The Go-Mow is weather proof to stand different climates and has sensors for rain that will cause it to return to its charging base. It's designed to withstand various terrains and has an alert feature within the app if it gets stuck or needs assistance. This is perfect for the busy family or those who travel a lot or retirees who can get around like they used to. Explain the two main things that makes your offering unique.

This mower will be unique to similar products because it will feature a bladeless cutting technique, which will increase the safety rating and decrease mower accidents. Also, the rectangular line shape will be unique and cause for a more streamline cut. These two features are important with this mower and will be a competitive product for other autonomous mowers.

Is the offering a new product, idea, or service? Is the offering an improvement on an existing, product, service, or idea? This is not a new product as there are other autonomous mowers already developed, so this is an improvement to existing robotic mowers.

There are similar autonomous mowers currently being sold by John Deere, Ambrogio and Husqvarna. John Deere offers the Tango E5 (Tango E5, 2016), Ambrogio offers the L400 Elite (Ambrogio L400 Elite, 2016) and Husqvarna

offers the Auto-mower (ROBOTIC LAWN MOWERS, 2016). These autonomous mowers offer self-sufficient mowing with features such as smartphone app connectivity for tracking and controlling purposes and GPS boundary location set up. With these features also included in the Go-Mow, it will be at the top of list for safe, efficient and easy to use. Why would your offering be viewed as valuable to the public? This would be of value to the public, as there was an average of 35, 000 walk-behind power lawn mower injuries from 2013-2015, per the U.

S. Consumer Product Safety Commission (Power Lawn Mowers Fact Sheet, 2015). What is your company's goals and objective? Sunshine Landscaping and Lawn Care has the benefit of long-term loyal customers and have shown a steady increase in referrals over the years. With the advances in technology and the younger generation ready to take over managing the business, they have designed and built an autonomous mower that is bladeless.

Adding this product to their steady revenue intake, they plan to increase profits marginally over the next few years. What type of business are you? Sunshine Landscaping and Lawn Care is a small family owed business in central Florida. They are a Limited Liability Corporation (LLC vs. S Corp: Which Makes Sense for Me? 2016) with only 5 employees that are from outside the family and has been doing business in the area for over 40 years.

Services offered by company include various types of landscaping designs and lawn care maintenance in ordinance with their customer's preference. What are you going to do to accomplish your goal and objectives? They The

company's goals and objectives have been revised to promote the new product and balance the company's needs and requirements to stay afloat. The first goal is to increase the Go Mow's market share by: increasing customer retention, sign channel partners and increase sales. The second goal is maintaining customer satisfaction by: increasing onsite customer visits, reduce customer hold time and present customer satisfaction surveys.

The third goal is to foster a strong culture within the business by increasing team building meetings, offer more training and improve internal communications. The last goal is to design and build an amazing product by increasing feature set, apply new design layout and expand marketing outreach. With team focus and determination Sunshine Landscaping and Lawn Care will be able to reach their goals and increase the value of the company.