

A Marketing Plan

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I. Brief Introduction about The Market, The Company and Product

Technology simplifies the lives of people. Nowadays, as we live in this world which is driven by technology, consumers are seeking for products that are “in” for the best improvements. Improvements in terms of technological advances. Sharing information is a common function of technology that every consumer wants to utilize. We consider those people who prefer easy and convenient ways to avail our product. Several consumers suffer the burden of carrying a bulk pack of large projectors if they want to present or share information to other people. Standard projection features or tools are not ideal for the impatient and easily distracted consumer. Most individuals today, especially students and employees, had the struggle of presenting information and reports to others due to the tools needed. There are several issues to be considered when sharing information using those common devices used. First, not everyone has enough money to afford those standard large projectors. Second, users may suffer inconvenience especially if they are not familiar with the tools. Third, it may consume too much time in setting up. The Zepto Clip Projector features will satisfy the customer's needs, as well as simplify their daily lives.

In order to give consideration to these different issues that the consumers had faced today, we decided to come up with an idea of introducing a new product, the Zepto Clip Projector. This product enables consumers to have an easy and convenient way of presenting information. It is a handheld device made for all users who are sensitive to prices and who prefer flexibility in terms of usage.

I.I SWOT

Strengths:

Zepto clip lens projector is an easy to carry and convenient tool in presenting reports. It can present reports and movies on a wider screen. Another strength of this is that it is to be offered at a much lower price compared to any other portable projector. It has a lighter weight that makes it so user friendly. Lastly, it is functional and attractive especially to students and office workers.

Weakness:

The product is new to the market and consumers will have so many questions about its reliability and quality. They will be skeptical about buying the product. Another weakness is, it would consume a large amount of battery of the cell phone. The quality of it would be not excellent since it will be offered at a lower price than its competitors. Lastly, if the phone of the consumer has no bigger memory or storage, the Zepto clip lens projector cannot be used since it cannot store files.

Opportunities:

Zepto clip lens projector is a portable and convenient tool that students and office workers prefer more than other projector, and this would become a-must-have tool. Since this is also new, it could reach new markets and segments. Another thing is that it would be an opportunity for the company to be well known since they are the only one who launches this advanced tool. Differentiating the tool from competitors can give the company an edge to the market.

Threats:

There are many threats that would hinder the success of the Zepto clip lens projector, one of these is competition. With technology being advanced nowadays, so many competitors could decrease the percentage of the sale. Companies that sell cell phones and projectors in the market might apply a projector in their smartphone to stay competitive in the market. Most of the competitors are famous brands with a good background from the field that makes the competition higher and customers might prefer the known company for gadgets. Another threat is technology obsolesces, wherein it is easily outdated or no longer used if another advanced technology will be introduced in the market such as if a smartphone already has its built-in projector. Complains that the company will be receiving from consumers might affect its standing. Lastly is the decrease of price. This happens when there is a new release of a gadget or device, which can affect its pricing.

II. Market Study Objectives

We aim to produce a product that could provide consumers the benefit of having an accessible and convenient way of presenting their information to others. It is an accessible product in the sense that it can be easily used by any users. It also gives convenience to users since it is way smaller than the other projector that we used to know. It is a handy product for both novice and expert users. Since this product is a handheld device, it is also easy to use which doesn't require a lot of effort from users. This is also a product that could provide consumers needs at an affordable price. Since it is an affordable product, this could also mean that it aims to help not only those who are in privilege but also the majority of the people. It is a product for all users especially to those students and employees who use it to present their idea to others. And lastly, we all know that smartphones are one of the most innovative products that people look up to. For that reason, this product also aims to cater the trends and improvements to the features of smartphones.

III. Socio-Demographic Data

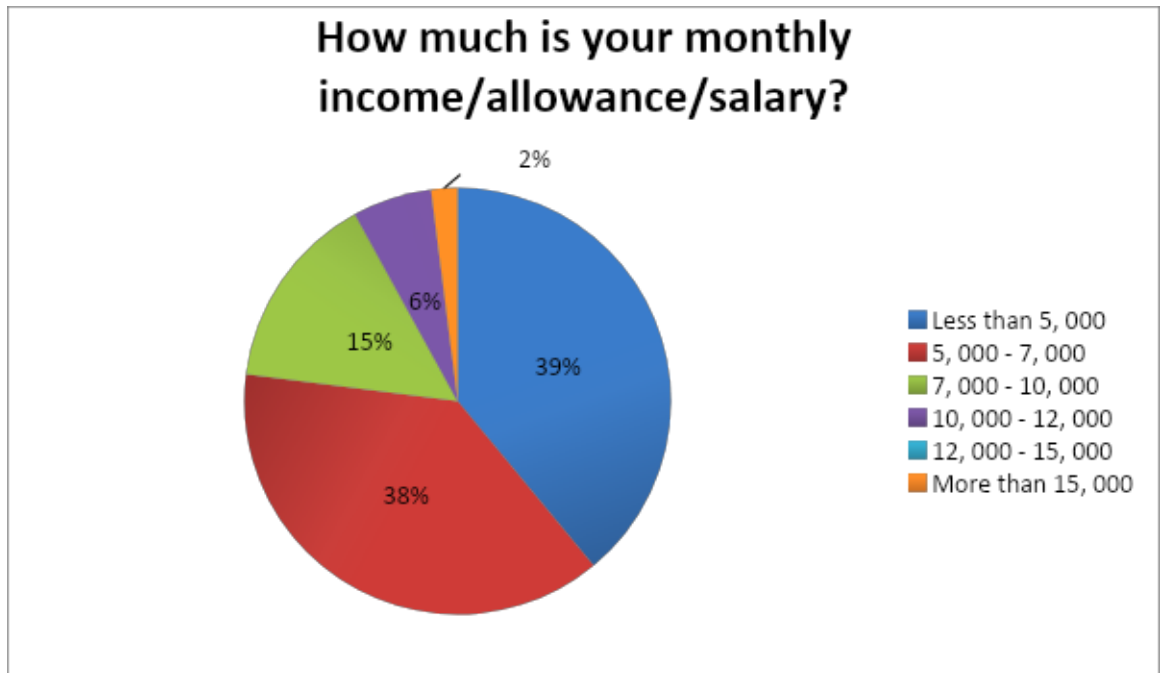
We can consider that all people have their own cellular phones. Since the product we are planning to launch consists of a projector that is applicable to phones, it will be offered in every city, state, country, and nation. Everyone can access our product no matter what race and ethnicity.

A cellular phone with the Zepto Clip Lens Projector will be beneficial for technologically knowledgeable consumers, consumers wanting to present reports, people in a professional and technical field, and lastly, consumers from multiple age segments. Our target age group ranges from 17 years to 45 years. But as we have observed, our specific target should be the younger ones. The younger years include both the younger males and females, either just starting their career life or are already successful in their careers at a young age, and even college students. Those who belong to the older generation, it is important for these consumers to keep up with trends and be included in the millennial generation. In this group, we can also consider those individuals who have white-collar jobs wherein technology will be useful.

The first target groups are those students who are lazy enough to print hard copies and those who are budget-conscious. These people will benefit from the Zepto Clip Lens Projector features. It is accessible for them to study and flash their files everywhere without exerting too much effort in bringing those heavy tools for projections.

Another consumer group will consist of those people who have jobs particularly those who are in offices. It is well-known that almost all employees make reports through presentations by the use of projectors. However, it is inevitable that some technical difficulties can be faced before and while currently presenting their reports. In order to avoid delays, the Zepto Clip Lens Projector can be considered for a hassle-free type of presentation. In addition to that, it may serve as a helpful guide for the employees to be prepared in their presentation. They may be able to have a mock presentation with the help of this projector wherein it can be accessed anywhere. Zepto Clip Lens Projector will attract numerous potential smartphone users and nonusers to purchase.

III.I Graphs

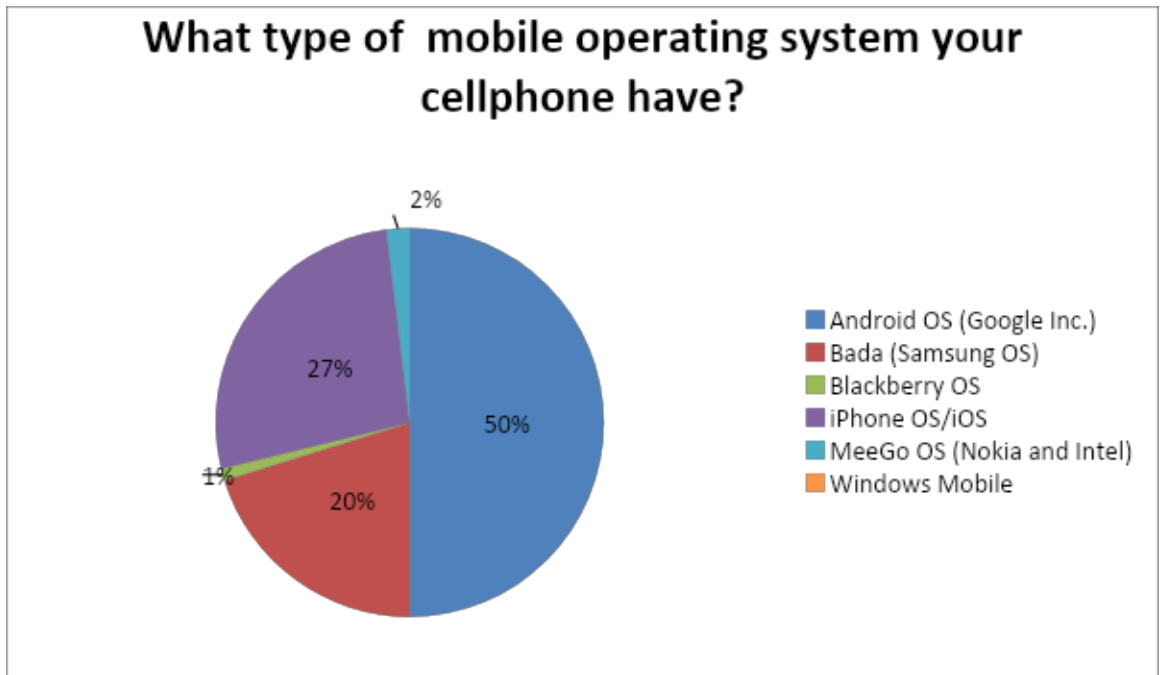


Answer Choices	Responses
Less Than 5,000	39%
5,000 – 7,000	38%
7,000 – 10,000	15%
10,000 – 12, 000	6%
12,000 – 15, 0000	0%
More Than 15,000	2%
Total	100%

Graph 1

Most of the participants in our survey have monthly allowance/salaries of less than five thousand pesos. Considering this result, we need to consider the cost of developing our product so that the pricing that we will apply will match with their budget. Since almost all of our respondents in the survey belong to the younger generation which allowance are not that high enough to purchase expensive tools such as the projectors.

What type of mobile operating system your cellphone have?

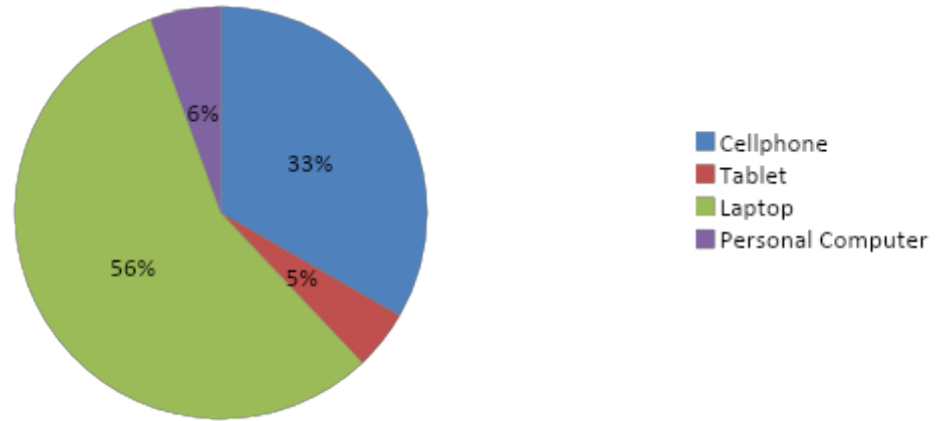


Answer Choices	Response
Android OS	50%
Bada	20%
Blackberry	1%
iPhone OS/iOS	27%
MeeGo OS	2%
Windows Mobile	0%
Total	100%

Graph 2

With this result, we will develop a product that is user-friendly, and that is also compatible with any smartphone. Android OS is known for easier access than other OS in which the majority chose to have. However, due to the latest trend wherein a lot of people also use the Apple products which are under the iOS, we need to consider the accessibility. So we decided that the Zepto Clip Lens can be used as a universal projector wherein its availability is for both Android and iOS users.

Where do you usually your electronics documents/files?

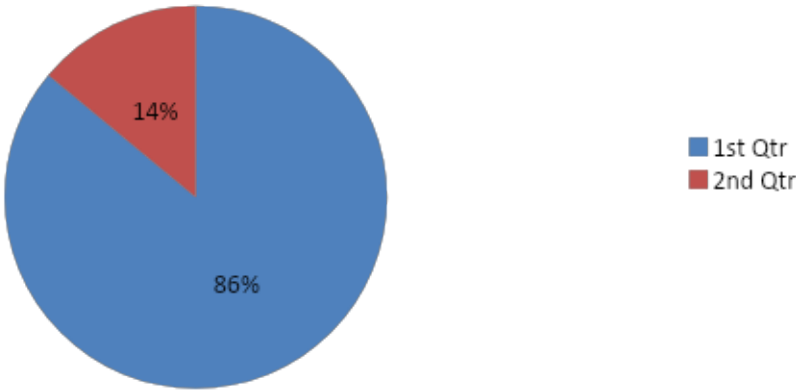


Answer Choices	Response
Cellphone	36%
Tablet	5%
Laptop	61%
Personal Computer	6%
Total	1.08

Graph 3

People usually save their files in their laptops. It is somewhat more convenient than personal computers. But laptops also can also be a burden, especially for those people who are not physically fit enough. The struggle of carrying bulky bags can cause people to have muscle pain. Another issue also in using a laptop is it may take time to set up. To entertain these common issues, we may think that the Zepto Clip Lens can be one of the solutions.

Does your phone contain many electronic documents/files (school/work related)?

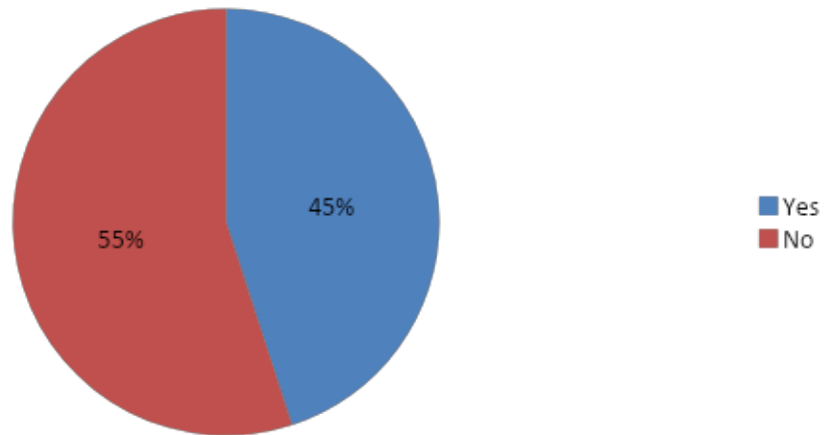


Answer Choices	Response
Yes	86%
No	14%
Total	1.0

Graph 4

Cellular Phones in this generation have large storage for files especially for those people who tend to be detailed in their phones. Most students and employees also store some files in their smartphones for them to access, the Zepto Clip Lens Projector is well-suited to them. It is a major drawback and problem in using handheld phones in spending too much time looking at it. By using our product, no need to zoom in or out the files and can be flashed anywhere where the consumer will feel comfortable.

Do you find it hard presenting your electronic documents/files in your phone to others?

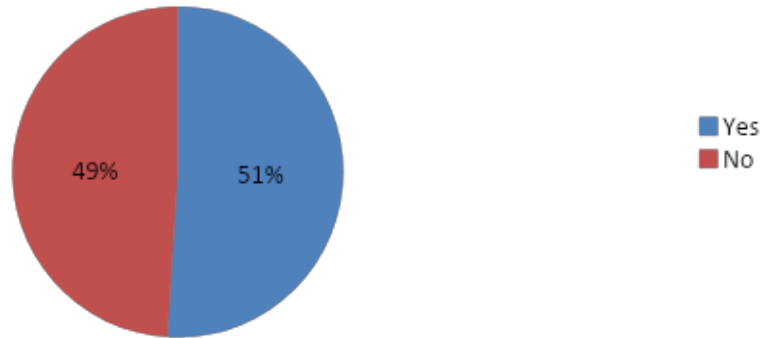


Answer Choices	Response
Yes	45%
No	55%
Total	1.0

Graph 5

According to this result, some students and employees have a hard time presenting their files to others. And because of that we decided to develop a product that is new to the market and will help them to be hassle-free in presenting their files to others. Also, considering when you present in a large crowd, it may take time to pass your phone to each person.

If there would be a product that would be clip to your phone as a projector to project your files anywhere, are you willing to buy?

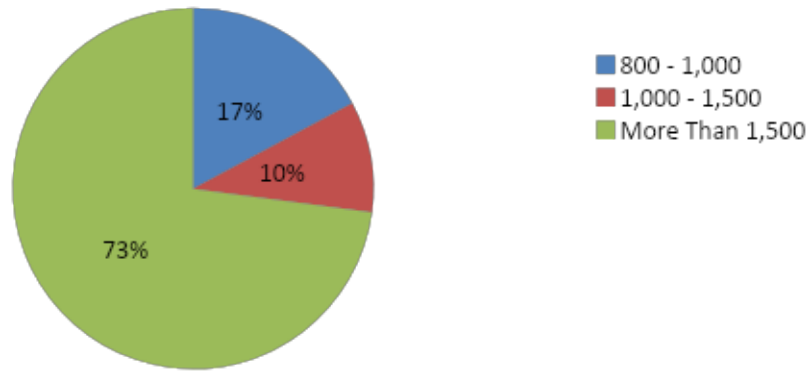


Answer Choices	Response
Yes	51%
No	49%
Total	1.0

Graph 6

This result tells us that our target market are willing to purchase a product that will help them to present their files to their co-workers and co-students. However, a lot also of our respondents are having doubts since it is not very common to present files from cellular phones.

If yes, how much are you willing to spend for it?



Answer Choices	Response
800 – 1,000	33%
1,000 – 1,500	19%
More than 1,500	3%
Total	55%

IV. Competitive Situation

AAXA LED Pico Projector



[AAXA LED Pico Projector](#) is a pocket size device that gives awesome quality videos. It has 25 lumens of brightness and vibrant color technology. You can watch your favorite movies and can also play cartoons for your kids; the resolution is just perfect with good speakers. The AAXA LED Pico Projector has an inbuilt battery of 80 minutes. This pico projector is easy to operate and comes with a warranty of 1 year.

RIF6 CUBE 2 Inch Pico DLP High-Res Mobile Projector



[RIF6 CUBE 2 Inch Pico DLP High-Res Mobile Projector](#) is designed to provide sharp and clear video so that you can enjoy the leisure time. It is an extremely portable and lightweight projector that can be adjusted in your pocket. With this projector, you can directly play the movies from your phone, laptop, tablet and starts experiencing a fine quality image of 120 inches. The LED unit of RIF6 CUBE 2 Mobile Projector has a life of 20,000 hours. You can use it at home, office, and schools to stream movies, run a presentation, and deliver lectures, respectively.

Acer C120 FWVGA DLP Pico Projector



[Acer C120 FWVGA DLP Pico Projector](#) is one of the compact and nicely engineered devices. It is a portable projector with a lightweight design that makes the use easy; you can take it in your room or any other room to watch the movies. You just need a plain wall to get the best projection. It can also be used to teach students by showing them presentations on various topics. The manufacturer of Acer C120 FWVGA DLP Pico Projector offers a warranty of 1 year.

HDMI Pocket Projector Mobile



[HDMI Mobile Pocket Projector](#) can easily be connected to cameras, video players, computer, tablet, and smartphones via HDMI. It has a rechargeable battery that will not last before 2 hours, so you watch the video easily. The HDMI Pocket Projector Mobile has the ability to produce good resolution and can take an input of 1080p. You will get to see a clear and high-quality image. 100 lumens is the brightness of this pocket projector with a lamp life of 20,000 hours. This projector comes with an AC adapter, 5 to 11 pin adapter, MHL cable, and HDMI cable.

ViewSonic PJD5134 SVGA DLP Projector



[ViewSonic PJD5134 SVGA DLP Projector](#) is known for its high-quality output and excellent sound. It is a filter-less projector that doesn't need maintenance. You can watch a movie in 3D quality with a 3D blue-ray player. It automatically syncs with your computer as it has an automatic source detection that identifies the input source. The ViewSonic PJD5134 SVGA DLP Projector has a lamp life of 10,000 hours. You will get a user guide, remote control, VGA cable, and power cord with this projector.

V. Demand Analysis

A supply demand estimation using the proposed demand formula (Kotier's) is shown on below:

$$Q = nqp$$

Where:

Q= Total demand for a given period

n= Target Market

q= Average Consumption

P= Estimated Price

Below is the demand of Zepto Clip Lens Projector for one year:

Given:

n= 30,000

q= 1 per year

p 4499

$$Q = (30,000) (1) (4499)$$

$$Q = 134, 970, 000$$

Zepto Clip Lens Projector is purposely designed for students and employees who prefer an easy & light weighted projector in presenting reports, movie, pictures, & etc. It presents images, videos and reports on a larger screen. This will be a big help for them since consumers prefer products that offer convenience and benefits. Zepto Clip Lens Projector will be available in all Gadget stores or malls nationwide. This tool can be purchased by consumers once a year and has an affordable price of 4,499 compared to other portable projectors. The company will supply one hundred units this month for every mall nationwide and later on will supply more if the demand is high.

Since this is a new tool to be introduced to the market, consumers are expected to be skeptical about buying the product. But with its convenience and function, it will catch the attention of consumers and will purchase it. Being the only company who produces a clip handy projector, this will give the company an edge to be known especially if it has good standing and feedback from the customers. The demand for it will rise in the next few months once the consumers get to see its use and benefits. The target market of the organization is students and employees that store files on their cellphones and have a hard time displaying it on a large screen. Zepto Clip Lens Projector suits customers like students who are budget conscious since it is to be offered at a low price. This will be a hit nowadays since consumers are more into user friendly and low cost tools but offer a good quality function.

VI. Marketing Mix Conceptualization

LCD projectors use a liquid crystal display image that is common in workplaces. They are the same thing as flat panel TVs, just much smaller. This LCD lens projector uses three small transparent LCD panels- one for red, one for green and one for blue- that is used together with a bright light that shines through them. These LCD panels are present in Zepto Clip Lens Projector. Just like standard LCD projectors, we are trying to make a product that will be a perfect substitute for it in terms of the quality and features. The Zepto Clip Lens Projector will produce brighter and clearer images.

The problem about LCD projectors is that they are hard to bring. It is heavy and it occupies a big space on your bags or luggage. So, we decided to develop an easy-to-bring LCD projector called Zepto Clip Lens projector- with a size of a fisheye lens. The purpose of this project is to help the employees and students to lessen the difficulties in presenting their reports because they can't bring a LCD projector because of its size and weight.

The Zepto Clip Lens Projector uses universal USB cable wire so that androids and IOS smartphone users can use it, and that is what makes the Zepto Clip Lens Projector a user-friendly. Also, it has a 0.76x lens feature that will help the user in zooming in pictures, etc.

•Price

Most LCD projectors range from seven thousand pesos to one hundred thousand pesos depending on the features of the LCD projector. The Zepto Clip Lens Projector price ranges from four thousand pesos to four thousand nine hundred ninety-nine pesos since it is much smaller and lighter in weight than the standard LCD projector.

•Place

The primary target market of this product are the students who are budget-conscious when it comes to printing handouts for their reports and it will lessen the consumption of papers used by students for their printed handouts. Employees who don't want to take more time to set up a projector for their reports are also included in our target market. The reason for this is that employees will be hassle-free in setting up their reports using a standard LCD projector. The distribution of this product will be through sales agents.

•Promotion

Since people nowadays are very active in social media; we will use this opportunity to advertise our product. By making a video about the features of the Zepto Clip Lens Projector such as how it works, what it is used for, etc. and posting it in social media like Facebook and Twitter, this advertisement will spread quickly. Using social media for advertisement is cheaper than making a poster or fliers and it is a paperless advertisement.

VII. Recommendations

Based on the data collected, consumers are having doubt in purchasing Zepto Clip Lens Projector since it is new to the market, but more than half of the respondents are willing to buy it. And so we recommend giving more information about its benefits and functions by advertising the product. The company should make sure that their target markets are aware of this tool since this is purposely designed for them. Its unique features and benefits should be present in the advertising campaign. Examples of these are: offers at an affordable price; light weighted projector; easy to use; project reports, videos and images in a wider screen; etc.

We also recommended supplying only limited units nationwide for the first month of its appearance to the market and observing how the consumers take it. It will be too risky to produce plenty of Zepto Clip Lens Projector units since you are not that certain of the consumer's behavior. It is best to observe and analyze all the feedback that the company will be receiving from customers to avoid further loss. If the demand is low and your cost is more than what you are earning then you have to stop producing units. If the demand is high, then you can supply more units and make sure that the products are accessible to consumers.

VIII. References

Marketing Plan for a New Product Launch

<http://smallbusiness.chron.com/marketing-plan-new-product-launch-1475.html>

Example of Marketing

http://www.zapmeta.ws/ws?q=example%20of%20marketing%20plans&asid=ws_gc5_09&mt=b&nw=g&de=c&ap=1t1&tg=kwd-822442649

30 Marketing Plan Samples and Everything You Need To Include In Your Strategy

<https://coschedule.com/blog/marketing-plan-samples/>

Sample of Marketing Plan for Product Development

<https://www.slideshare.net/crsaygun/marketing-plan-new-company-new-product>

What are close-up lenses?

<http://pages.mtu.edu/~shene/DigiCam/User-Guide/A95/Close-Up/Close-Up-Lenses.html>

List of projectors

http://www.asianic.com.ph/product_list/projectors

LCD Projectors Characteristics

<http://smallbusiness.chron.com/lcd-projector-characteristics-53473.html>

IX. Appendices

Appendix A (Survey Results)

Questions	Choices	Tally	Total
1. Monthly Income / Allowance / Salary	Less than 5,000	- - - - - - -	39
	5,000 – 7,000	- - - - - - -	38
	7,000 – 10,000	- -	15
	10,000 – 12,000	-	6
	12,000 – 15,000		0
	More than 15,000		2
2. Mobile Operating System	Android OS	- - - - - - - - -	52
	Bada	- - -	21
	Blackberry OS		1
	iPhone OS/iOS	- - - - -	28
	Meego OS		2
	Windows Mobile		
3. Files Storage	Cellphone	- - - - - -	36
	Tablet		5
	Laptop	- - - - - - - - -	61
	PC	-	6
4. Phone contains electronic docs/files.	Yes	- - - - - - - - - -	86
	No	- -	14
5. Difficult to present your files in your phone to others.	Yes	- - - - - - -	45
	No	- - - - - - - - -	55
6. Willing to buy our product?	Yes	- - - - - - - -	51
	No	- - - - - - - -	49
7. Willing to spend for our product.	800 – 1,000	- - - - - -	38
	1,000 – 1,500	- -	19
	More than 1,500		3

Appendix B (Survey Questionnaire)

Name(optional):

Gender:

_Student:

School:

_Employed

Company:

_Unemployed

Encircle your answers.

1. How much is your monthly allowance?
 - a. Less than 5000
 - b. 5,000-7000
 - c. 7,000-10,000
 - d. 10,000-12,000
 - e. 12,000-15,000
 - f. More than 15,000
2. What type of mobile operating system does your cell phone have?
 - a. Android OS (Google Inc.)
 - b. Bada (Samsung OS)
 - c. Blackberry OS
 - d. iPhone OS
 - e. MeeGo OS (Nokia and Intel)
 - f. Windows Mobile
3. Where do you usually store your electronic documents/files?
 - a. Cellphone
 - b. Tablet
 - c. Laptop
 - d. Personal Computer
4. Does your phone contain many electronic documents/files (school/work related?)
 - a. Yes
 - b. No
5. Do you find it hard presenting your electronic documents/files in your phones to others?
 - a. Yes
 - b. No
6. If there would be a product that would clip to your phones as a projector to project your files anywhere, are you willing to buy?
 - a. Yes
 - b. No
7. If yes, how much are you willing to spend for it?
 - a. 800-1,000
 - b. 1,000-1,500
 - c. More than 1,500

