

Marketing Strategy Plan

By Queena, Rehana Jason

TheCaseSolution.com

HOW IT FUNCTIONS/WORKS
 Talking to Siri is an easier, faster way to get things done.
 Our product is compatible with Apple's Siri on iPhone when you can tell it to dry your smart jacket when the rain starts falling. Lastly, you can turn special features inside and outside of the smart jacket.
 Think of how quickly you'dishes when you have a standard jacket then there slow imagine how quickly absorbable, water resistant material dries when exposed to concentrated, high pressure air.

Target Market
 Age: All Ages
 It's suitable for all ages and also for all 40 years of adults.

Part 1: Marketing Research

#	Company	Rating
1	Apple	4.5
2	Microsoft	4.2
3	Amazon	4.1
4	Google	4.0
5	Facebook	3.9
6	Twitter	3.8
7	LinkedIn	3.7
8	YouTube	3.6
9	Instagram	3.5
10	WhatsApp	3.4
11	Telegram	3.3
12	Signal	3.2
13	Skype	3.1
14	Zoom	3.0
15	Webex	2.9
16	GoToMeeting	2.8
17	Bluebeam	2.7
18	DocuSign	2.6
19	Adobe Sign	2.5
20	DocuSign	2.4
21	DocuSign	2.3
22	DocuSign	2.2
23	DocuSign	2.1
24	DocuSign	2.0
25	DocuSign	1.9
26	DocuSign	1.8
27	DocuSign	1.7
28	DocuSign	1.6
29	DocuSign	1.5
30	DocuSign	1.4
31	DocuSign	1.3
32	DocuSign	1.2
33	DocuSign	1.1
34	DocuSign	1.0
35	DocuSign	0.9
36	DocuSign	0.8
37	DocuSign	0.7
38	DocuSign	0.6
39	DocuSign	0.5
40	DocuSign	0.4
41	DocuSign	0.3
42	DocuSign	0.2
43	DocuSign	0.1

2) Description of product
What is the Smart Jacket?
 The Smart Jacket is a jacket that has many functions:
 - voice recording
 - phone charging
 - weather forecasting
 - a music player
 - a built-in heating and cooling system
 - time telling
 - Siri



Part 2: Description
 1. What your product looks like or what will be the marketing strategy, which you use to promote your product?

Part 3: Competitive Market
 Other products have some basic features like the Apple Watch, Microsoft Surface, etc.

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Part 4: Marketing and Pricing
 The marketing strategy will be to use social media and influencers to promote the product.

Product	Price	Features
Smart Jacket	\$299	Voice recording, phone charging, weather forecasting, music player, heating/cooling, time telling, Siri
Apple Watch	\$349	Health monitoring, fitness tracking, notifications, calls, music, etc.
Microsoft Surface	\$599	Large screen, portability, productivity, etc.

Price Range
 The price range of the smart jacket is \$299 to \$399.

Conclusion
 The smart jacket is a revolutionary product that will change the way we wear clothes in the future.

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Part 5: Benefit Analysis
 The smart jacket offers many benefits such as convenience, health monitoring, and entertainment.

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Telling Siri is an easier, faster way to get things done.

Our jacket is compatible with Apple Siri on iPhone also, you can tell it to dry your smart jacket when the rain stops falling. Lastly, you can turn on speaker features inside and outside of the smart jacket.

Think of how quickly your clothes when you have a standard function there, now imagine how quickly/available, water resistant material dries when exposed to concentrated, high pressure air.

Target Market

Age: All Ages

It's made for people of all ages and sizes that will all benefit from it.

Think of how quickly your clothes when you have a standard function there, now imagine how quickly/available, water resistant material dries when exposed to concentrated, high pressure air.

Part 1: Existing Market

Category	Company	Rating
Smart Jacket	Apple	4.5
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	Facebook	3.9
	Twitter	3.8
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	YouTube	3.6
	Instagram	3.5
	Pinterest	3.4
Smartwatch	Apple	4.5
	Samsung	4.2
	Fitbit	4.1
	Garmin	4.0
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	Google	3.8
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	Twitter	3.6
	LinkedIn	3.5
	YouTube	3.4

2) Description of product

What is the Smart Jacket?

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- voice recording
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Marketing Plan - The 2-Component

1. What you need to consider: What is your goal for the marketing plan? What is your budget? How much time do you have to complete your plan?

2. How you will achieve your goal: What are the steps you need to take to achieve your goal? What are the resources you need? What are the risks you face? How will you measure success?

Price Range

Price: Between \$1,000 and \$1,500

Additional features: Voice recording, phone charging, weather forecasting, music player, built-in heating and cooling system, time telling, Siri.

Conclusion

Do you know what your production company is doing right now? Are you planning for the future?

Part 3: The Competitive Market

What product does your company have? How does it differ from the rest of the market? What are your strengths?

What are your competitors doing? How are they marketing their products? What are their strengths and weaknesses? How can you differentiate your product from theirs?

Part 4: Marketing and Promotion

What are your marketing goals? How will you reach your target audience? What are your promotional strategies? How will you measure success?

Part 5: Benefit Analysis

Benefit	Value
Increased sales	10%
Improved customer loyalty	15%
Enhanced brand reputation	20%
Increased market share	25%
Improved operational efficiency	30%

Part 6: Production and Distribution

Production	Distribution
Raw materials	Wholesale
Manufacturing	Retail
Quality control	Direct sales
Inventory management	Online sales
Logistics	Partnerships

Part 1: Getting Started

1) Concept	Comments:	Rating:
The SDJ (Self Drying Jacket) The SDJ is a jacket that dries itself from the inside out. You will never have to worry about wet clothes ever again!	"10/10." - Anonymous	
	"Will the outside be wet?" - Anonymous	1 - 2
	"YESSS!" - Anonymous	2 - 3
	"Situational. Great for athletic/active people!" - Anonymous	3 - 5
	"Some clothes have that function." - Anonymous	4 - 11
	"Lit." - Anonymous	5 - 6
	"Awesome!" - Anonymous	
Personal Fashion Stylist As everybody knows, who has time to pick clothes? A Fashion Designer will spend your days matching clothes and shoes for you. That way, you don't need to stress about forming fabulous outfits!	"What's the purpose? So useless" - Anonymous	
	"Amazing" - Anonymous	1 - 5
	"I don't want this." - Anonymous	2 - 6
	"Awesome!" - Anonymous	3 - 7
	"Nice!" - Anonymous	4 - 3
	"I absolutely need this." - Anonymous	5 - 9
	"Omg, yasss! I love clothes and especially designer clothes!" - Anonymous	
Agent Goggles These glasses look like pair of ordinary shades but yet have a unique touch such as, you can see behind you.	"What's the purpose? So useless" - Anonymous	
	"Might make me dizzy." - Anonymous	1 - 4
	"Where can I buy it?" - Anonymous	2 - 7
	"Quite dangerous" - Anonymous	3 - 9
	"Not as useful." - Anonymous	4 - 9
	"It is VR... But at least it's better!" - Anonymous	5 - 4
	"Cool!" - Anonymous	
Handy Sculpture This idea formulator takes an idea and molds it into a three-dimensional object that imaginatively represents the concept, is instantly recognizable, and preferably, impactful to its viewer.	"That would be awesome!" - Anonymous	
	"Very useful!" - Anonymous	
	"Very creative!" - Anonymous	1 - 5
	"Kool!" - Anonymous	2 - 7
	"Sick! But how is this possible? Sick!" - Anonymous	3 - 7
	"Decent idea." - Anonymous	4 - 6
	"How does this work? I don't really understand." - Anonymous	5 - 5
"Word of Positivity" App An app that is dedicated to students. It increases student productivity and motivates them to get out of bed and start the day with a positive outlook. App uses uplifting quotes, music, and will have people available to those who need a chat for advice in many topics. It's the perfect app to start and end your day with!	"Impressive!" - Anonymous	
	"Sounds like a great way to start the day!" - Anonymous	
	"Finally I can be motivated to do things!" - Anonymous	1 - 4
	"Good. But, how effective is it?" - Anonymous	2 - 3
	"I want this app!" - Anonymous	3 - 5
	"Very handy!" - Anonymous	4 - 13
	"Great idea!" - Anonymous	5 - 6
"Great! Since I'm a lazy person, this could help me a lot!" - Anonymous "I would love that!" - Anonymous		



Target Market

Age: All Ages

We make jackets of all sizes and cuts that suit



This jacket that like a world of teacher, best friend buy this

Part 1: Getting Started

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“Some clothes have that function.” - Anonymous

“Lit.” - Anonymous

“Awesome!” - Anonymous

“What if it’s hot outside?” - Anonymous

Rating:

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Personal Fashion Stylist

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“Sounds okay, for lazy people!” - Anonymous

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