

Unit 8 Lab

Target Market:

Some markets this product would work well for include the automotive industry, electronic industry, television industry, battery industry, houseware industry, and lots more of them (since almost everything uses batteries).

I will focus on the battery industry, as I feel it one of the biggest markets out of the ones I provided above. In 2019, it was valued at over \$100 billion. Each year it is predicted to go up in value of \$5 billion. Now that's a lot of money and batteries every year. This product will be really valuable to the market, as not as much money will have to be spent and not as many resources will have to be used to make these batteries. This product is a very revolutionary thing.

Research Your Customer:

Batteries are used in almost anything you can think of today. Cars, televisions, electronics, video game systems, lamps, everything! All of these products require you to replace the batteries when they die. When you add up all the batteries being replaced, there's a lot of them. Our solution will help to lower that number significantly and save them money and hassle. The world of batteries will never be the same, with these new batteries. Just think about it for a moment, no more having to replace dead batteries! It also will reduce the number of batteries being thrown out, which will really help out the environment, and keep thriving ecosystems around the world safe and alive. Now that's a really good thing out of this.

Competitive Analysis Map:

Competition companies to us include companies such as Duracell, Rayovac, and Panasonic. All of these batteries are good, but they need to be replaced all the time. They make the batteries in such a way that they need to be replaced all the time. It's a money making thing they do. And they benefit pretty well from it. They also get thrown out, which negatively affects the air and environment. Thriving ecosystems can be destroyed around the world, just from throwing out your batteries. Now that is not a good thing. Our batteries do the opposite and prevent all of these things from happening. We want to make a positive impact in this world, and this is the way we are doing it. Through our revolutionary batteries.

Medium:

Our main way of advertising will be through the internet. The internet is the most popular thing in the world, and we want to take advantage of that. Our plan is to utilize our website and promote it all across the internet. We'll get the website into search engine SEO systems, to boost it's ranking on searches on the search engines. We'll also purchase ads on Google and across various different sites across the internet. This will help to spread our name around and get people familiar with us. The main goal is to get people to visit our site and see what we are all about. We want people to see how we are revolutionizing batteries for the future. It is going to be a great thing!