



**King Saud University  
Marketing**

**College of Business Administration**

**Instructor: Nouf Alrayes**

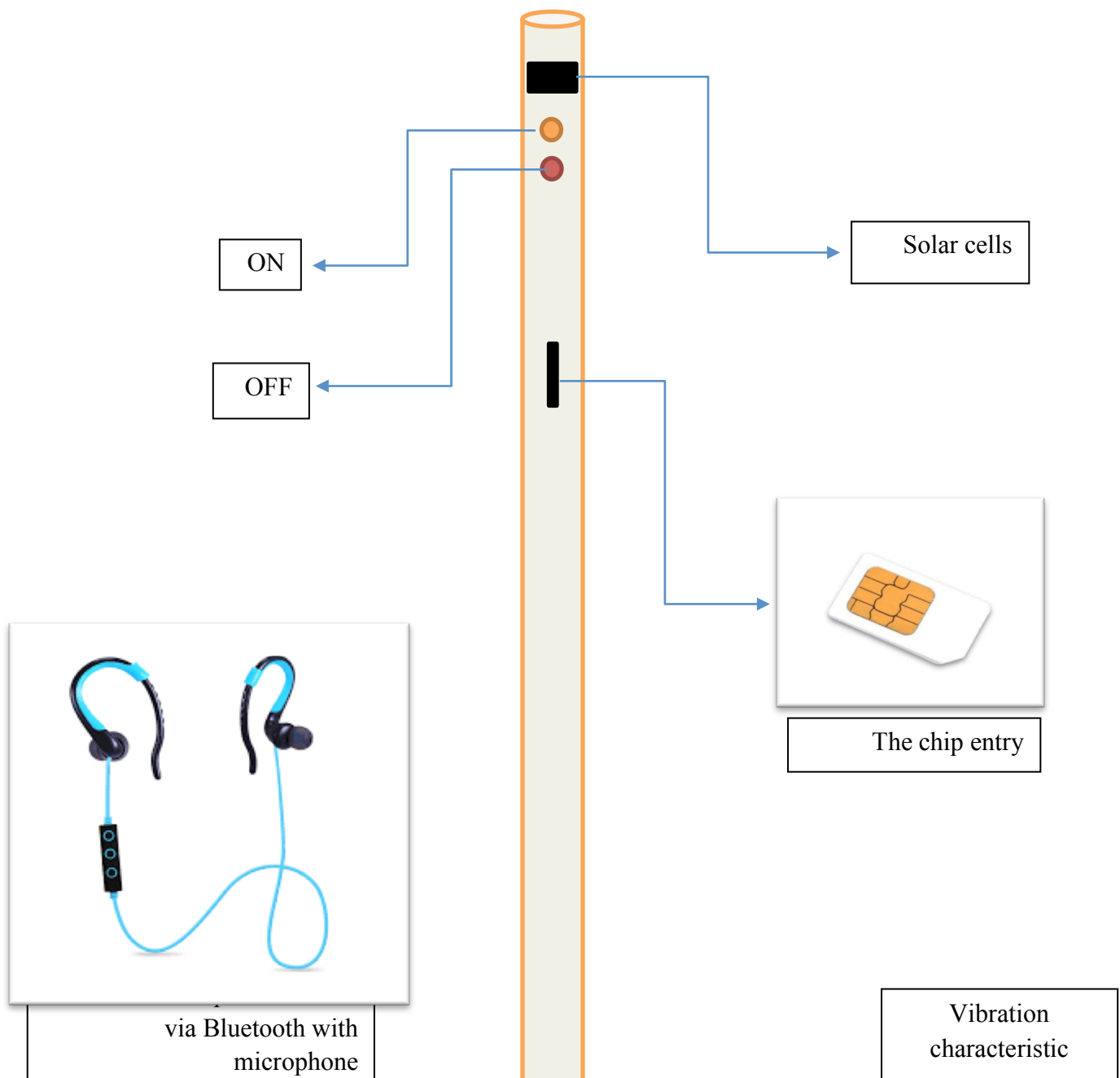
**MKT201 Principles of**

**Section: 27059 or 39034**

**2<sup>nd</sup> semester 2016/2017**

<b>Project Title</b>	<b>Guide</b>
<b>Group Letter</b>	
<b>Student Name</b>	
<b>KSU Id #</b>	
<b>Serial #</b>	
<b>Type of Project</b>	<b>e.g. case study, mini project, main project</b>
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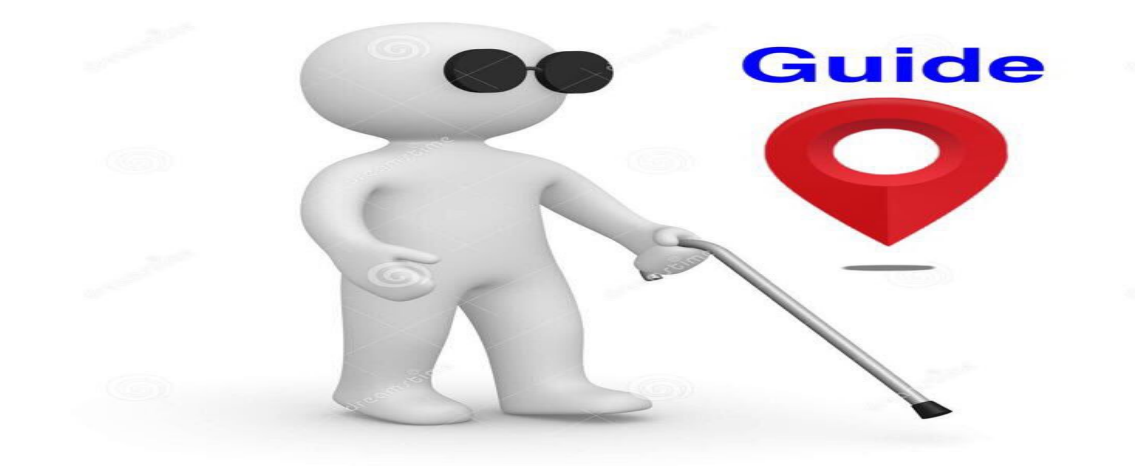
**Sample :**



**Mission :** ( No need for **help** anymore )



**Brand name :**



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**Value proposition :**

Since Satisfying customers is the source of sustainable value creation.

Our invention is a smart stick for the blind helps them move from place to place and overcome barriers.

Our machine helps the blind by stick with a satellite guidance system, reveals the barriers to the blind while walking, and loud if blind approached the barrier through the headphones via Bluetooth.

## **Market segmentation:**

### **Geographic segmentation:**

We are going to provide this product in the local market after that when the demand becomes higher we will provide it in the global market .

### **Demographic segmentation:**

All ages can use it, also both genders, and both of the high incomes and the low incomes consumers can buy it because it depends on the need of the consumers not in his/her income .

### **psychographic segmentation:**

This product is designed to satisfy the consumer needs. The product is able to lead the blind people with out any help from others and to make there life more easier. The rate of use is affected by the size of the blind people in the community.

## **Marketing mix :**

### **Product:**

The product features to guide the blinds people by a voice navigation and Bluetooth headphones, also it has the ability to vibrate when there is a high or slope of 40cm, moreover it works on the soler energy.

### **Price:**

It is high quality product with an average price and several services.

### **Place:**

The product will be distributed at Hospitals, universities, blinds academies and parks to guide and help the blinds.

### **Promotion:**

By advertising of the product advantages, features, where to find it and who to contact.

Also by distribute it in the social media so the families of the blinds can know about it faster

## **microenvironment:-**

Suppliers and marketing intermediaries:

The importance of the suppliers requires several standards to express the company's product in properly and proficiently. Moreover, these standers might effect on the company's product repetition positively or negatively. So, these standers must be the same for each supplier. These standers focus on the quality of the product and the delivery time accuracy.

The work plan for the suppliers will be as it shown below:

-Supply the company with solar cells to connect energy directly from the sun.

- Supply the company with compact slide where GPS and coordinates to locating easily and does not need the blind to help

-Supply the company with non-wired earphones works via Bluetooth with microphone to be able to speak and hear clearly.

The company is always looking for build strong relations with the suppliers based on respectable partnership.

Furthermore, the company needs intelligent and experienced marketing intermediaries to advertise for the product. The marketing intermediaries' role is very important because they are the connection between the producers and the consumers

Competitors:

As the product is a new in the market there will not be competitors at the beginning but there will be one day. So, the company should maintain the good quality of the product and improve the service if the improvement is required. Also, the company could make offers or profits for the loyal and new customers.

### **SWOT analyses:**

Strength:

1-It serves a large category of the blind

2-A new and unknown idea to serve the blind

3-Patent for the product

Weaknesses:

1-Adopting our products on the Internet makes them useless when not available

2-It serves only one category of society

Opportunities:

1-Blind people need new techniques to adapt to the outside world

2-Supporting and encouraging government and voluntary companies of our product

Threats:

1-High prices of raw materials from suppliers

### **Marketing targeting strategies:**

The market targeting strategies that we used helped us to make our product .

As we made our product the people we targeted is (the blind people ) of both sex in anywhere it targeted the impairment aid marketing. It is used especially by the blind people because it is a visual impairment aide which helps the blind people to walk without any fear, it is easy to use and a self learning tool because it has the same use as the old one. as a result it will save their time and gives them more confidents to walk.

### Advertising:-

