**App Launch Plan: Cassim Mabirizi Inventory Tracker**

**App Description and Icon**

**Cassim Mabirizi Inventory Tracker** is a lightweight, user-friendly Android mobile application designed to empower individuals and small businesses with efficient inventory management tools. Users can:

* Add, edit, and delete inventory items
* View items in a clean, grid-based layout
* Receive low stock alerts via SMS (premium feature)

**App Icon Concept:**  
A sleek, minimalistic design featuring a warehouse or box symbol combined with a checkmark, symbolizing accurate inventory tracking. The icon will be adaptive and optimized for display on both smartphones and tablets.

**Supported Android Versions**

**Minimum SDK:** Android 8.0 (API level 26 – Oreo)

**Target SDK:** Android 13 (API level 33)

**Rationale:**  
Supporting Android 8.0 and above ensures broad accessibility while allowing the use of modern Android APIs to enhance performance, UI responsiveness, and security.

**Permissions**

| **Permission** | **Purpose** | **Access Type** |
| --- | --- | --- |
| SEND\_SMS | To send alerts when inventory falls below threshold | Runtime (Premium) |
| INTERNET *(Optional)* | Reserved for future cloud-sync functionality | Runtime (Future) |
| WRITE\_EXTERNAL\_STORAGE *(Optional)* | For exporting reports (PDF, Excel) | Runtime (Future) |

All permissions are requested **on-demand**, in accordance with Google Play privacy and permission guidelines.

**Monetization Strategy**

The app will follow a **freemium model** with a **one-time in-app purchase** to unlock premium features.

| **Version** | **Features** |
| --- | --- |
| **Free** | Full inventory management (CRUD), offline access |
| **Premium** | SMS alerts, advanced filtering, data export, cloud backup *(coming soon)* |

**Pricing:** $4.99 (one-time)

**Publishing Plan**

**Pre-Publication Checklist:**

* Thorough testing across screen sizes and devices
* Optimize performance and remove unused permissions
* Generate and sign final release APK with a secure key

**Google Play Store Listing:**

| **Field** | **Entry** |
| --- | --- |
| **App Title** | Cassim Mabirizi Inventory Tracker |
| **Short Description** | Smart and simple mobile inventory tracker for personal/business use |
| **Full Description** | Highlights benefits, use cases, features, and privacy practices |
| **Screenshots** | Login, Dashboard, Add Item, Edit Item, Alerts |
| **Category** | Productivity / Business |
| **Price** | Free (In-App Purchase) |
| **Privacy Policy** | Clear outline of SMS use, optional permissions, and data handling |

**Post-Launch Plan**

* Monitor reviews and crash reports through Google Play Console
* Collect user feedback for version updates
* Plan rollout of future features like:
  + Cloud synchronization
  + Report exports
  + Multi-user support
* Regular updates for compatibility and performance

**Author: Cassim Mabirizi**

**Planned Launch Date:** April 2025