7-2 Inventory Application Launch Plan

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**Product Description**

Streamline your inventory item management with our user-friendly mobile app. Ideal for small to medium-sized businesses, our application gives you real-time inventory tracking, low stock notifications, and easy item management. Stay on top of your inventory anytime, anywhere with our secure and efficient solution.

**Android Version Compatibility**

Our application will be compatible with Android versions 8.0 (Oreo) and above, up to and including the most current version. This range covers about 95% of active Android devices, while allowing us to utilize modern Android features but still maintain security standards.

**Considerations for New Versions**

* Adaptive icons ([included in initial release], Android 8.0)
* Dark theme support (Android 10+)
* Scoped storage (Hildenbrand, 2021) changes (Android 10+)
* Notification improvements (Android 13+)

**App Permissions**

Our inventory management application will need certain permissions to function properly. Internet access is needed for real-time data sync capabilities. Network state access is needed to check internet connectivity. Write-to-external-storage is required for local backups of inventory data (external to the app). Camera permission is needed for barcode scanning and photo capture of inventory items (which is an optional feature. Finally, SMS permission is required for pushing low-stock notifications. Users can disable SMS notifications to avoid this request.

**Monetization Strategy**

Our application will use the fremium model. This approach allows users to try it before they buy it, with a free version and a paid, premium version (Digital Ocean Staff, n.d.). The free version has limited features and capabilities, while the premium version has full capabilities and features unlocked. The free version will include:

* Limits of 100 inventory items
* Basic features including add, edit, and delete items
* Ad-supported content (banner ads will appear in the bottom left of the screen).

The premium version will include (monthly payments of $3.99):

* Unlimited inventory items
* Advanced features [barcode scanning, data export, multiple user accounts]
* An ad-free experience
* Premium customer support

The pricing structure for the premium version will be subscription-based to cover customer support staffing and future app upgrades.

**App Launch Timeline**

The app launch will converge over the following schedule. Week 1-2 will be for final bug testing and fixes. In week 3, we will prepare store listing materials such as screenshots, product description, and icon. At the outset of week 4, we will submit the app to the Google Play Store for review. During week 5 we will address any feedback from the review process. Week 6 is the launch and start of our marketing campaigns.

**Marketing Strategy**

The marketing strategy begins with creating a landing page with app features and a demo video to highlight the application’s capabilities. To augment this, we will develop social media for Facebook, Instagram, and Linkedin to increase viewership and brand recognition. We will use Google Ads in our advertisement campaign with keyword targeting. We will reach out to small businesses and industry blogs for reviews. To cement our first customers, we will offer a free trial of the premium version for our early adopters.

**Post-Launch Support**

We will support the app through email and Google Play Store customer reviews. We plan for regular updates and software patches for bug fixes and feature enhancements. Support is also available through social media and newsletters.

**Closing**

By following this launch plan, we will introduce our inventory management application to the market, locate our target audience, gain traction among prospective buyers, and establish a strong foundation for future growth and expansion.

**References**

Digital Ocean Staff. (n.d.). *Using the freemium model for business growth.* Digital Ocean. https://www.digitalocean.com/resources/articles/freemium?utm\_medium=affiliates&utm\_source=impact&utm\_campaign=10078&utm\_content=resulthunter.com&irgwc=1&irclickid=0AFxPryaqxyKW5XXwnzhZXixUkCRSzThWyew2M0.

Hildenbrand, J. (April 21, 2021). *What is scoped storage?* Android Central. https://www.androidcentral.com/what-scoped-storage.