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MARKETING REPORT LEPAO BAND MARKET RESEARCH IN CHINESE MARKRT

INTRODUCTORY SUMMARY

Last month, you sent us your newly developed product—"LEPAO BAND". Now ,we have just completed a one-month market research about it. We found your product can fit well with Chinese market in some degree but it also exists some part need to be improved.

As you requested, this report will give you a marketing analysis of LEPAO BAND from four part: corporate strategy, on-going market planning, target market and lead customers.

CORPORATE STRATEGY

You are trying to diversify the activities of Hoolai Technological Limited Company and develop a new product with a new concept. Adopting your idea can help Hoolai Technological Limited Company move into providing smart band as well as their computer services. At the same time , this new product—LEPAO BAND which has various of function for different people also contributes to let Hoolai Technological Limited Company expand the scope of its business.

ON-GOING MARKET PLANNING

You are focused on individual aspects of a new product in order to create a better product and obtain competitive advantage. For the new band you can consider the product launched by your competitor such as Mi band and the demand newly identified by customers designing a new kind band with multiple function in order to get the high market share. We think it is a well-planned marketing plan.

TARGET MARKET

Your product is a kind of wearable intelligent equipment. By this wristband, users can record

everyday exercise, sleep and diet of the real-time data, and these data can be transmitted to users' mobile phones, tablets and so on. According to its function, people from all age may fit to use it, no matter what his occupation is. So, LEPAO BAND has a wide market.

LEAD CUSTOMERS

According to the analysis about the function of your LEPAO BAND, we can easily know that your lead customers are a part of men whose age in the range of 25-35 and also need to go to work everyday. What's more, they also have some common characteristics: like doing sports; always surf on the Internet; need to receive a lot of massages from phones and need to know the traffic condition on the way to work. And they said although LEPAO BAND does have plenty of useful function they may not use it for a long time for the reason that it doesn't connect to their life so closely.

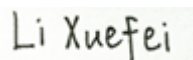
CONCLUSION

Based on our analysis, we conclude that LEPAO BAND is supposed to have the following new function in order to meet the need of the customers.

1. LEPAO BAND can receive the message or information from the mobile phone and remind the users at the same time.
2. LEPAO BAND can locate the position of the users.
3. Users can synchronize road conditions and the information about when subways and buses are going to arrive to LEPAO BAND.
4. LEPAO BAND and mobile phones can achieve synchronization while open the bluetooth mode.

As noted at the outset, these conclusions are based on preliminary data and analysis. We will complete our final study in two weeks and give you a formal report shortly thereafter. And I will phone you this week to see if you have any questions about our report. If you need information before then, please give me a call.

Sincerely,



Li Xuefei
Market Manager