

MARMARA UNIVERSITY ENGINEERING FACULTY
DEPARTMENT OF xxxxxxxxxxxx ENGINEERING
ECON 2004. 2 TERM PROJECT

INTRODUCTION OF
THE COWIN E7 PRO [Upgraded] Active Noise Cancelling Headphones

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Name of the Product : COWIN E7 PRO Headphones

Supplier : COWIN

Product Link : https://www.amazon.com/Cancelling-Headphones-Bluetooth-Microphone-Cellphone/dp/B077YG22Y9/ref=sr_1_13?dchild=1&qid=1590600428&s=electronics&sr=1-13



INTRODUCTION

This product is not present in the Turkish market. It has never been in the Turkish Market before. I think this product has greater potential than any other headphones in the market because it has lots of great features and if we apply suitable marketing strategies we believe we can definitely be a huge benefit to your company.

We are planning to sell our product in the www.alibaba.com/tr. Like we said before, this headphone has a lot of great features. It has

Professional Active

Noise Cancelling Technology which means that this product can reduce significant noises (e.g. airplane cabin noise, city traffic or a busy office) while you are using. The other important feature is it has much better sound. From 75dB to 85dB, the COWIN

E7 PRO Active Noise Cancelling Over Ear headphones give you crisp, powerful sound and quiet

that helps you enjoy your music better. The other very important feature is Upgraded Soft Ear Cushion. This feature does not only make it much more durability and comfort, but also make customers enjoy this high-quality, Long-listen feast.

So far, the most important feature is the battery life. It has 30-hour playtime per full charge at Bluetooth mode. A built-in 800mAh battery won't allow these headphones power off. So customers can enjoy their time for longer. If you want more information

About these headphones you can visit page:

<https://www.cowinaudio.com/collections/active-noise-cancelling-headphones/products/cowin-e7-pro-noise-cancelling-headphones?variant=8401311367219>

SWOT ANALYSIS:

STRENGTHS: <ul style="list-style-type: none">- We have loyal customers.- We care about our customers.- Our team is very experienced in this market.- We established and maintained a strong capital base.- Our team is very well-trained and focused in marketing campaign and strategies.	WEAKNESSES: <ul style="list-style-type: none">- We never established a reputation in the Internet.- There are a lot of new hires to train.- We don't have enough employees at the moment.- There will be a competition with other companies and we are not sure about what moves they are going to do.
OPPORTUNITIES: <ul style="list-style-type: none">- New generation of consumers appreciate this product.- We think we can be very dominant in the market with the help of new generation.- With the help of our team, we think we can provide great technological service to our customers.	THREATS: <ul style="list-style-type: none">- Technology is a growing sector and if it develops this product in whole other level, we may not be successful in this market.- We have a lot of competitors that are huge threats in our position in this market.