Princess Sumaya University for Technology
جامعــة الأميــرة سميّــة للتكنولوجيا

Ch 11 - Marketing Plan

Assignment 6 - 3 Points Due 15-May, Monday

Section number: No.5
Group number: 4
Students' names & numbers:
- **Mohammad Ibrahim AbuAmara**
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Name of your company Squad

Marketing Plan:

Explain how you will target each customer segment you identified for your project (0.5 point) (how will they know about you the first time? How will you encourage growth of customers? How will you maintain them?

Squad is a collaboration tool, the customer segment for the project can be targeted using Ads (Google Ads, YouTube Ads, …, etc) to reach the right segment, moreover, it also can be as a plugin for the current collaboration tools, so customers can find it when searching for a way to make it easier to integrate with other tools outside of some bounded suite.

Furthermore, the growth of customers somewhat depends on the word of mouth for the current customers; since collaboration tools (from the name) by definition involves many people doing some tasks together, so the word of mouth is a cheap way to let the product speak for itself from the users perspective.

Customer maintenance relies on staying efficient, both technically and from a business standpoint, and making sure customers have an easy, fast, and reliable way of using Squad, as well as keeping up with the market with new technologies and tools, this will help new segments join as well.

The two attributes are:
1. Tool scope and integration with other tools (Low to medium to high)
2. Management for a large user base. (Low to medium to high)
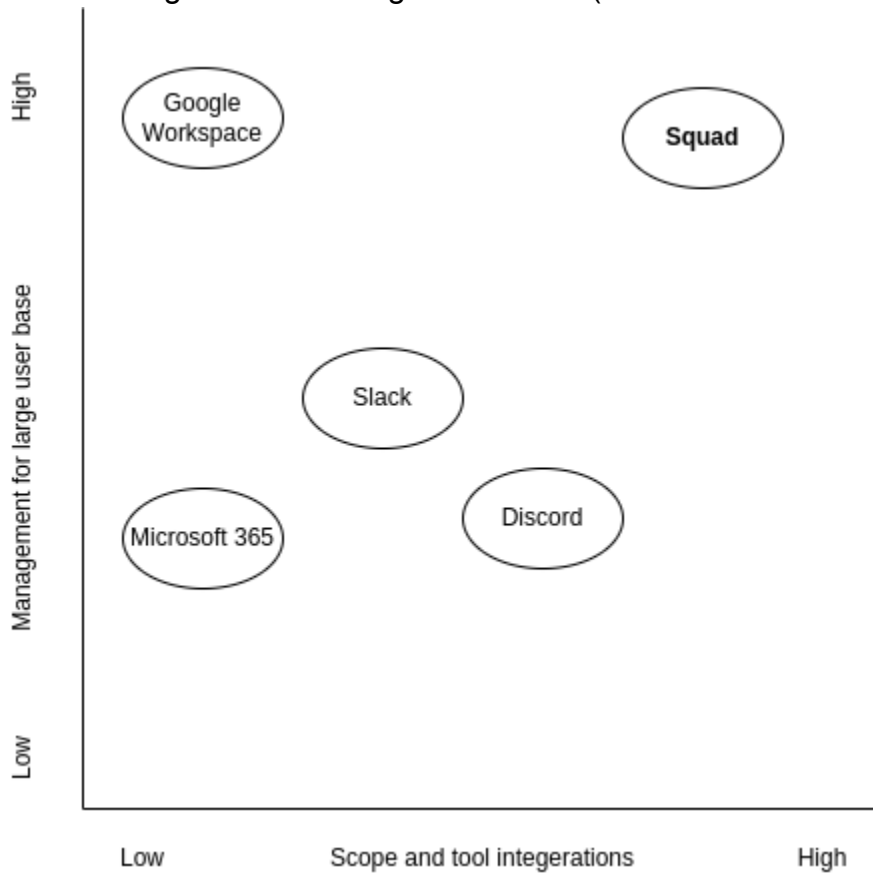
The collaboration tool that brings your team together, no matter what tools they use.

4 Ps (1 points):

o Product tangible good, intangible service, or both? Want or need? Special features

A service using the full power of different tools, as well as managing larger users using hierarchical structures.

o Price how much is the price, discount? What is the payment method? Is the price according to cost or value strategy? Explain

Free for most plugins and integrations, pay for a really large user base only (more than 100 users), discount for yearly subscription for different services, the price is based on a value strategy as the usage of the platform control the operation costs so giving more value to customers means the pay more and we profit from both the operation cost and the number of users.

o Place direct, indirect, both? Explain

Direct, online service, use from the website or the plugin.

o Promotion when, where and how you will get your message to the customers about your product

Depending on the user type, for example for students, the platform can give a heads up for discounts for special tools that help with collaboration between students and help solve some dull tasks that can be automated. Moreover, for regular users, we can use the advancement in other tools to educate our customers about it and how they can interact with it and integrate it with other tools.