* Market
  + Demographics:
    - Primary: Students that have a need for the Blu-Finder device
    - Secondarily: Faculty and staff that meet these criteria
  + Geographic Location:
    - Local: The Cal Poly Pomona population
    - Large Scale: Students, faculty and staff of other academic institutions (High School or University), computer based companies
* Costs
  + Cost per unit is $12.91
  + Possible Sales price: $20.00
    - Profit of $7.09 (35% of price becomes profit)
  + Cost per unit is $13.51
  + Possible Sales price of $30.00
    - Profit of $16.49 ( 45% of price becomes profit)
* Sales
  + “X” units will be built, tested and sold by 5/8/13
  + 500 units will be built, tested and sold by 5/22/13
  + Presales and Online sales will take place from 4/8/13-5/22/13
  + On campus sales will take place from 4/15/13-5/22/13
* Distribution
  + Sales will be primarily be completed face to face with the product immediately ready for distribution
  + Products sold online will either be delivered in person, or shipping using USPS.
* Promotion/Action Plan
  + Launch event on 4/15/13
  + Table/Booth sales will take place on “x.”