App Launch Plan

Sergio Mateos

Southern New Hampshire University

Inventory Application

The Mobile2App development was assigned to select one application to develop. Mobile2App decide to select the inventory application. Inventory Application is an app mainly focused on the Android store for the moment, which will help their customer to keep track of their inventory. The Inventory Application is designed in a friendly and easy understanding matter, which allows anybody to be available to have access to it and implemented daily. From individuals to big corporations, Inventory App will facilitate the tracking process of the inventory.

The Inventory App will include special qualities that will provide excellent benefits for the user. The Inventory App will star with at least two tables where there will be stored items from the inventory, user logins, and passwords. For the new users, the Inventory App will allow them to create and unique user and password. The Inventory App will display items that are in the inventory in form of a list, so users are available to visualize what is their inventory. The Inventory App allows users to add or remove items from the inventory, this will be helpful to adjust their inventory to have an accurate count of items. And the users are available to increase and decrease the quantity of the items in the inventory. One of the most exciting functions is when certain items have reduced to zero (oversold or reduced) the Inventory App will send a notification warning about the reduction of the quantity in the items, this allows the user to order more and have quick action to solve the scarcity on their product.

The Inventory App was developed with the main goal which facilitates the organization and accounting of our users, we start focusing on big customers like warehouses or big corporations (Walmart, Amazon, Shopify, etc.) but we noticed that individuals also need to keep track in their inventory, for example, a housekeeper, will need to be updated on their house need like soap, shampoo, bleach, detergent, etc. By keeping track of their good, users are viable at the same time (since they will already know what they need in the supermarket) and money (not overspending on unnecessaries goods).

Graphical user interface, diagram

Description automatically generated with medium confidence Once the Inventory App is released to the app store, we will describe all the features and benefits that come with it. The goal o the Mobile2App development team is to be fully transparent about our product, that’s why we will list the features described above, that will attract our customers. The Inventory App it is focusing on the ease friendly and simplicity of the interaction, that’s why our development team decides to create a simple but precise icon for the app store. The icon would be a checklist (usually used to list important jobs, notes, or items) and a clock (to represent the time saved by using our app.

The Inventory App was successfully developed on Android Studio which runs on Android 11. Also, the Inventory App will be available to run on the latest devices, and the Mobile2App design an updated process so customers will be available to have the latest version according to their devices.

Since they are a lot of controversy about the app tracking the customers and using their data without authorization, the Inventory App will be fully transparency to build a better confidentiality bond with our customer. The Inventory App ask our customer if they would like to be tracked while using the app, stores the information in our secure database, and updates the app.

Our business plan for monetizing from the app has different targets, first since the app would be free to download on the app store, the Mobile2App will not receive profit from purchase, but we planning to a partnership with big corporations to sell licenses for personal use and display ads in the app for our customer. If the customer allows the Inventory App to have access to their information, the ads display will be focusing on their needs, and we plan to provide discounts if they decide to buy certain items. The Inventory App will provide rewards to our frequent customers so they will constantly use the app which facilitates partnerships with brands because they can see that we have a loyal and frequent user. The Inventory App will provide rewards to users who refer us to new customers so our expansion will increase.