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CS-360

**App Launch Plan**

The focus of the Big Biz Inventory app will mainly be focused on small businesses and new entrepreneurs when it is first launch on the app store. It will be able to handle basic inventory which incudes adding, deleting, and updating inventory, as well as the ability to view the current inventory. The description for the app on the App store will be as follows.

“A simple, free and easy to learn inventory app designed to manage and organize your shop and warehouse inventory.”

The logo for the app will be a stylized and minimalistic stack of boxes. It will include below it the initials BBI for Big Biz Inventory. The coloring of the logo will consist of calm, cool colors that will be easy on the eyes and not cause user strain to see it on the app every time they log in. The logo being simplistic will help to make it easy to remember and giving it the initials will only help customers remember it.

The app is set for Android 9.0 which currently will work on sixty-nine percent of devices including the latest devices. Choosing this level to create the app in ensures that the devices have the ability to run the app without any lag or issues that might come up on older versions of the devices. It was deemed appropriate to limit the app this way so that when it was downloaded on to mobile devices it was ensured to run correctly, instead of the possibility of not running which could happen with an older device. This would only frustrate the customer more than not being able to use it.

The permissions needed for the Big Biz Inventory will be minimal for the moment. It will need permission to send SMS messages and notifications. This will be used to alert the client that an item is getting low so that they have time to order more before running out. The app will know when to send these notifications out when the user sets what the minimum amount of product should be always kept on hand. Once the item reaches that level the app will notify the customer with the name of the product and how many are still on hand. The app will also need permission to access the devices camera so that the user can add a photo of the product. This helps to personalize the app and helps the client to identify the items in the inventory.

At launch the app will be available as a free download with limited features. It will include the basic add, update, delete function also including the ability to add five hundred items to the app. This amount will be sufficient for small businesses to have a functioning inventory. There will also be alerts for low inventory included with the free version. After a few months on the market with a free version there will be various tiers released, which includes extra features and takes into consideration any user feedback from the free version. Extra features will include bigger inventory capacity, extra notifications for reorder points and safety stock. The user will also be able to add more information and details about the items beyond the basic item number, name, and quantity. Such as manufacture, purchase history, and sale history. The paid versions will require a monthly subscription that comes with 24/7 IT support and back up features for each paid version. The company is also looking into sponsorships with various bulk warehouses to bring in more revenue.