

MARKETING PLAN

“SmartTech”



Course: “Marketing Management (MG-220)”

Course instructor: Miss. Asiya Zaheer

By: Mr. Ma’arij Abdul Qadir (19k-1095)

Mr.Arun (19k-1049)

Mr.Huzaiifa Rafique (19k-1081);

BS(SE)’B, MM-3C

EXECUTIVE SUMMARY:

Smart Tech, with its inception aims to solve the parking issue by offering smart parking solutions to its customers. The company visions to promote local production of goods and gain benefits of competitive prices by outsourcing maximum components of the product. With the incentives given to real estate industry in the form of lower tax gains, the company sees an exponential growth in the real estate market which will eventually help the company in capturing the market with the Smart parking solutions. Along with residential schemes, the company aims to capture large retail store chains to expand its reach to maximum number of clients.

To conclude, the primary objective of the company is to tie up with all the newly launched real estate & commercial projects and provide them with best possible parking solutions using the technology - efficiently.

CURRENT-MARKET-SITUATION:

The progress of SmartTech and its solutions rely on the automobile and real estate industries; the increasing growth trend in both the sectors has created huge potential for the parking industry. According to PAMA (Pakistan Automotive Manufacturers Association), the automobile industry contributes 4% to the GDP and the increase in car sales is 192.76% from May to June 2020. In addition to it, according to Wikipedia reports, the real estate industry is worth \$400 billion. Furthermore, "The NEWS" has stated that the retail stores are going to increase by 50 percent to 1 million in five years' time. All these figures have opened great growth possibility for SmartTech. In order to cater the need of an efficient parking solution, SMART TECH is coming up with three initial products; "*Automated Parking Garage*", "*Flexitec Autolift*" and "*P+ Smart Parking*" systems.

A potential competitor for the company is Avanceon and Parksol, who have partnered to penetrate in the Pakistani market. Both the companies have a strong international market share as Parksol has a presence in over 40 countries and Avaceon is a leading control and automation system integrator that has been serving the industry for more than 30

years. In order to tackle the competitor, SmartTech will promote local production to provide quality assured products at low cost.

MARKET DESCRIPTION:

The global market value of the parking industry is expected to grow by \$7.6 Billion according to the globenews. Though the industry is developing around the world, it is yet to penetrate in the Pakistani market. Out of the vast product line that the leading companies offer around the world, SmartTech is initiating with three major products; “*Automated Parking Garage, Flexitec Autolift, and P+ Smart Parking*”.

The products are specifically designed according to the customer’s need as it is not all about the efficient use of land space but also how fast the system works since some customers need system from where they can park their cars and take them back at short interval. In addition, some require compact solution for just a small number of vehicles.

Keeping the needs in consideration SmartTech is targeting residential real estate projects, retail stores, and people who want customised parking for their home garages.

TARGETED SEGMENT	CUSTOMER NEED	CORRESPONDING FEATURE/BENEFIT
1)Residential Projects	Parking space based on the number of flats in a projects(2 cars per flat)	<i>Automated parking garage</i> is useful here as it is a fenced tower with ample space for large number of cars
	Using parking mostly two times a day(morning and evening)	
2)Retail Store Owners	Fast Parking system for fixed number of cars from where customers can get their cars quickly(in an hour)	<i>P+ parking</i> which is fast and safe as well.
3)Personalised garage for home	Need space for very small number of	<i>Flexitec lift</i> which is customised for mainly

	cars(mainly 2)	two/three cars.
	Don't want to allocate much space	Easy to interact with
		Requires very small space.

PRODUCT REVIEW:

Products: *Automated Parking Garage, Flexitec Autolift, and P+ Smart Parking.*

1. Two way power source: Runs smoothly on solar/generator for as long as 6 hours of backup as well as on conventional electricity.
2. Supports Led display panels (P+) for advertising of your own business or outsourcing it to generate revenue.
3. QR slips and pin number generated for your vehicle's security for secured access (P+).
4. Our unique selling proposition is the 24/7 connectivity of the parking with our server, so you can even interact with the system via our mobile app, when your car is up there or when you are late for your office. (App available on IOS, Android & Windows)
5. Moreover, supports leading home management systems like Alexa, Echo etc. (See list available on site).
6. Successfully made in Pakistan, offers best in-class lowest prices for a simple (P+) 2 story commercial (80, 00,000/-) and *Flexitic lift garage system* (25, 00,000/-). Whereas, for *Automated Parking Garage*, depends on land and number and type of vehicles.
7. 4 + 1 year for commercial and 2 + 1 year for Smart garage, free extended warranty.
8. Free 1 year service for all.
9. 24/7 available service, repair and maintenance unit ensures your peace of mind at all times.
10. Available in fascinating colors of your choice.
11. Five days installation time (excluding foundation) under the supervision of highly skilled Chinese and Pakistani labors.

REVIEW OF COMPETITION :

With the immense increase in traffic and cars in Pakistan, parking problems have raised. Like with all problems comes a solution, the solutions to parking problems also came. Government made efforts to charge parking and build parking plazas but these failed badly, paving the way to a new industry – *Parking industry*. The people tend to park their vehicles as close as possible to their places of visit rather than park them in plazas far away. A more efficient solution was needed. To tackle this, came Smart parking solutions, floor, valet and basement parking, but still floor, valet and basement parking's are less efficient and are expensive. As a result there came:

1. Enterprise Solutions Pakistan (ERP) a UK based company, which among various other services & products provides only vertical rotary parking system for a specific number of 10 cars & SUVs. They currently import the entire system made by SKIDATA. Their system supports RFID tagging cards, cash and card payments and automatic barrier gate.
2. AICRANE is a brand of AIMAX GROUP Co. Ltd cantered in china. Over 30 years of experience in producing industrial lifting devices. They are operating in Pakistan via their agency. The parking solutions they provide include: Elevator Car parking system and rotary car parking system. Their Elevator car parking system has a variable height stacking of cars and can also be installed parallel to each other. Their prices for rotary and elevator parking system exceeds ten million pkr/- as they also rely on importing the machinery.
3. Avanceon Pakistan and Parksol International has partnered in Pakistan to create and deliver Smart parking solutions to Pakistan but their products and ventures are currently not known.
4. Finally, a wide variety of Chinese built rotary, lift and various other automated parking solutions are available to be imported.

To conclude, SmartTech with its locally produced quality & tech superior Smart parking products and excellent after sales & customer support not only aims to deliver superior brand experience but also aims to promote

customer's business and ease their daily lives. The features provided with the system are exceptional. With all this, SmartTech aims to achieve strong & everlasting B2B and B2C customer relationships and a win-win opportunity for all.

DISTRIBUTION:

SmartTECH will provide smart parking solutions to supermarkets like Intaiz and Carrefour that faces huge parking problem and also to event organizing firms that manages events like Bassett Events, Inc, PSL and to initiate the parking operation with them. This service would assist people to solve their parking problems and create a better experience for them.

In the initial phase, the team itself will approach real estate developers and event organising firms in order to educate them of the services and products that SmartTECH will offer and the benefits they could avail by implanting the solution. After a successful approach, SMART TECH will launch an online portal which will act more as an community where people could connect with SMART TECH.

THREATS & OPPORTUNITIES ANALYSIS:

Strengths: <ul style="list-style-type: none">1) Superior quality2) Social responsibility3) Local production	Weaknesses: <ul style="list-style-type: none">1) Lack of brand awareness2) Budget constraints
Opportunities: <ul style="list-style-type: none">1) Market growth2) Government's tax rebate on new startup.3) Technology acceptance by young generation.4) High prices of similar imported systems	Threats: <ul style="list-style-type: none">1) Acceptance of new system by people2) Currently unknown product line of Avanceon & Parksol3) Fluctuation in the rate of dollar

STRENGTH:

1) **Superior Quality:** With sheer determination of our structure engineers, SmartTech is all set to implementing with one of lightest and

strongest materials, **METALLIC MICROLATICE**. This will not only ensure quality and efficient products but also guarantees the safety of the vehicles.

2) **Social Responsibility:** Being a part of the SmartTech, customers will be a part of the cause as 5% profit for every installation will be donated to NGOs in order to help the needy and serve the society.

3) **Local Production:** SmartTech has always been inclined towards local production of their raw material. This will benefit both the company and people in terms of low production cost (due to less import) and more job opportunities.

4) **Innovative Tech Solutions:** The product line has been decided after vast market study; the two parking solutions that SmartTech is coming with have never been implemented in Pakistan. Apart from the general features that the international units have, our solutions will also have a i-talk feature in URDU which is specially integrated for Pakistani market by our IT experts.

WEAKNESSES

Lack of brand awareness: SmartTech is an entirely new brand, and it's a very difficult to acquire customers. Brand awareness is very important for a new company like SmartTech because it is the very first step in the marketing funnel. We affiliated with real estate industry and automobile industry due to this association with the parking industry. This will eventually help us in many different ways by generating sales easily, improving customer satisfaction, and in fostering relationships to promote growth.

Limited Budget: To start with, SmartTech has limited budget and it is hard to sustain on its own. To tackle the issue, SmartTech has collaborated with some established Chinese in order to create mutual benefits. Furthermore, efficiently marketing techniques will help in getting projects in short time which will eventually overcome the budget issue.

OPPURTUNITIES:

1) **Market Growth:** As discussed earlier, the parking industry is subject to growth of 7.6 Billion dollars. SmartTech considers this as high time to penetrate in the market as there is a huge potential of growth. In the local market, the parent industries (real estate, automobile and retail sector) are growing at an exponential pace, therefore, it is great opportunity for SmartTech to start operating in the near future.

2) **Government's Support:** The current government is inclined towards supporting youngsters in establishing their business ideas into sustainable businesses. The KAMYAB JAWAB is an instance of it where the government has assured to support 10,000 start-ups in terms of Technical and financial funding. Moreover, in a recent report of early 2020, 'DAWN' has stated that IGNITE which comes under the IT ministry has launched a campaign to start incubation centres across the country. SmartTech sees this as opportunity to avail from in regard of getting funding as well as initial projects.

3) **Technological Acceptance by Youth:** A report by blogs.worldbank.org has stated that Pakistan youth can be the future they want to see in Technology. Such surveys and reports have shown that the youth has been actively working towards advancement in Technology. For SmartTech, it is great news as for its local production; it can easily get capable and energetic people in Pakistan who can help it to excel through their innovative ideas and enthusiasm.

4) **High Prices in International Market:** In China, it costs around \$5000-10000 to install a personal garage in houses. Whereas, a P+ tower costs around \$25000-30000. The high prices make it difficult for common man and small projects to use Smart parking solution. With plans to locally construct all the projects, SMART TECH aims to cut short theses prices to make it affordable for everyone.

THREATS:

1) **Acceptance of new system by people:** It can be psychologically challenging for people to park their cars in the Smart parking especially in our P+ parking system. They may

develop fear of potential damage to their vehicles and the associated risk of their vehicle falling from the top, when they see their vehicles kept lifted at such height.

2) Currently unknown product line of Avanceon & Parksol:

Since we are the pioneers in officially introducing the Smart parking systems, currently we lack big data to gain meaningful customer & competitor insights. With Avanceon & Parksol still delaying their launch of parking systems, we cannot study them accurately to counter.

3) Fluctuation in the rate of dollar :

We are currently manufacturing 35% to 40 % of the parts locally but still we import the remaining parts and related equipment. Frequent changes in the price of dollar could mean fluctuating profits and prices of the products & related services.

OBJECTIVES:

1st Year Plan:

According to Naphda.gov.pk, around 40,000 housing units would be constructed in 2021. The aim of SmartTech would be to acquire 25% of the projects, considering the IT experts and other Technical staff that it has. Furthermore, the target is to complete the projects before prior to the decided deadline in order to build brand image and integrity. Furthermore, SmartTech aims to train around 1000 employees in order to build a strong team.

2nd Year Plan:

SmartTech will officially add *Flexitec Autolift* in the productline to target the elite market segment. The aim would be increase the market share by 20%.

ISSUES:

The primary issue could be the untimely launch of Avaceon and Parksol's productline and operation. A better solution with even better prices could affect the market share that SmartTech has targeted to achieve. Furthermore, building a strong relationship with the market

intermediaries is another challenge as the productline is new and without getting the raw material at reasonable prices it would be hard to accomplish the goals.

MARKETING STRATEGY:

Our marketing strategy is based on the “Technology to ease your life” principle. We are house of Smart and Tech savvy products that will make our customer’s life more efficient. This is in line with our company’s mission: “Creating innovative & cost effective combined IT & Tech solutions for this world & humanity in general”.

1) POSITIONING:

Our Smart parking products offers various features which the currently imported similar systems do not e.g. 2 way power, QR code and slip, connectivity with home management systems like Echo and Alexa, advertising panels etc (list available in product review section). Similarly, the price & warranty is yet another usp that helps position us differently.

2) PRODUCT STRATEGY:

Our strategy is to start with the launch of P+ Smart parking system. We will voluntarily install a unit or a two of this system at one of the busiest places of the city. We will install all the mentioned features in the system along with LED panels for advertising us and other businesses. This will help cater the problem of acceptance and decrease the fear from the new system.

After 2 years, we will launch the *automated parking garage system* for large commercial projects like business towers and apartments. We will then be providing them the exchange facility of their *P+ system* with the *automated parking garage system* in return of a discount.

We will then refurbish those systems and sell them again.

At last, after 2 years of launch of *automated parking garage system* will then we launch the *Flexitic lift garage system* for houses.

Another strategic idea is to sell the systems on financing via banks and on lease for few months.

This expansion policy will help us to better study other competitors and allow us to focus on introducing products in other areas like: Smart watches, home management systems etc.

Lastly, to deal with the fluctuating dollar prices we will initially import all the required parts for 10 P+ systems and in the meanwhile, will locally search and collaborate with different vendors who could manufacture these parts.

3) **DISTRIBUTION:**

SMART TECH will employ a safe distribution strategy to start with; the start-up will approach established supermarkets like Imtaiz and Carrefour that faces huge parking problem and also event organizing firms that manages events like PSL and initiate the operations with them. After successfully providing them with smart parking solutions for the mega events, the start-up will partner with real-estate developers (Commercial and Residential projects) to officially start functioning with its major product line. After successfully operating for a year, SMART TECH will launch an online portal to bridge the gap of communication between the customers and management. This way companies would connect to SMART TECH to avail its smart parking systems.

MARKETING COMMUNICATION STRATEGY:

The communication strategy of SmartTech has a compelling message "In today's highly competitive business world, every company needs our Smart parking service to run their business more efficiently". SmartTech will use the platform of social media for advertising and we decided to do integrated campaigns that will help us target potential customers. Nowadays, people watch media content influencers, which is now the best mode of advertising and communicating to the people. SmartTech will also launch an online portal for the customer and management the communicating.

ACTION PROGRAMS:

SMART TECH will start operations in 2021. Below is the summary of the actions that will be taken to accomplish the stated goals:

- 1) Delegates will approach real estate developers, superstores as well as event organizing firms and will educate them of the benefits they could avail by collaborating with SmartTech. Emphasis will be on to get projects in a short time in order to get the seed capital for further process.
- 2) The capital earned will be invested in importing raw material for the initial projects. In the meanwhile, sample of the raw material will be demonstrated to the local vendors to in order to replicate it to enhance the local production.
- 3) The build of the towers for the initial projects will be started from January and the training of the new staff will also be done at the same time.
- 4) After installation of first tower, the IT team will start working on the portal which is aimed to be launched in the second year of operation.
- 5) After the second year of launch of operations, SmartTech will launch its “Automated parking garage system” and will send its representatives to all potential b2b customers.
- 6) A year later when the publics have been accustomed with such Smart parking solutions, SmartTech will launch its “Flexitic Lift Garage system” for individual house owners. This will be followed by its promotion and publicity via available communication channels.

CONTROL:

SmartTech has planned to take regular checks in order to ensure the completion of tasks on time. For this purpose, the team will be keenly accessing the customer’s response to keep the equity high. For timely completion of projects, regular checks on the planned timeline will be done and an alternative plan will be always be kept ready in order to tackle any external threat. In order to provide better solutions, training programs will always be arranged to keep the team updated with the latest Technology. In addition, the online website will be kept as simple as possible to make it easier to communicate with our team.

