**MARKETING STRATEGY**

Jarvis, a pair of smart glasses especially built for partially and completely blind individuals will change the lifestyle of blind people. The soul motive and vision of our company is to ease the life of our customers. “Experience the Normal Life” is the slogan of our product and it defines our goal which we want to achieve through this product. Jarvis will mainly focus on the segment of blind individuals and adults aged more than 40.

Positioning

Jarvis is not just a pair of glasses but it holds much more to it. It allows its customers to live a normal life without depending on others to take care of them. We want our customers to be independent and not rely upon others to perform their tasks for them therefore Jarvis will be positioned on an “Expect more for same” value proposition. This will allow our brand to be differentiated on product features (mentioned in the product review) while being budget-friendly.

Jarvis comes with multiple unique and distinctive features such as reading text at a distance of 0.5 kilometers, giving feedbacks in more than 20 languages, analyzing the surrounding of a person with the help of Artificial Intelligence, and much more which provides a competitive advantage over others in the market.

Product Strategy

Our team solely believes in making the life of our valuable customers comfortable. Jarvis is a new and unique idea therefore it will take a lot of effort to make the product popular among customers.

To achieve maximum recognition, we will send our marketers to different hospitals. They will demonstrate this product to our targeted customers (partially and completely blind people). They will explain the different functionalities of our product to customers. We will also donate some glasses to hospitals so that doctors can recommend them to visually impaired individuals.

To make it popular among teenagers, we will perform training sessions in Schools (built for visually impaired students). We will educate the teachers there about the product.

Moreover, Jarvis will come with a training mode built-in to its interface. It will give our new customers a detailed walkthrough of all the useful features.

To make the experience of our customers more joyful, we will conduct an experiment by inviting a bunch of different people in our company to observe their behavior while using Jarvis. This will allow us to understand the problems faced by our customers while using the interface which will eventually help us in developing a more user-friendly interface.

Pricing

As Jarvis is initially an unsorted product in the market, it will require good and well-planned marketing therefore, its price will be based on multiple factors such as manufacturing, marketing, distribution, etc.

Jarvis will follow a penetration pricing strategy. Initially, it will be sold at lower prices to entice customers towards the product. Its price will increase gradually after some time. We will also carry out surveys and interviews of our service to find out what our customers are willing to pay, making sure that what they are getting is higher than their expectations.

To make our customers understand they are getting more benefits at the price they are asked to pay, we will hold training programs in which we will demonstrate all the features of our product. This will increase the trust of our customers in our product.

Distribution Strategy

Jarvis will follow a selective distribution strategy with well-known hospitals, dispensaries, medical stores, and supermarkets. We will provide our product to different hospital dispensaries so that they can directly sell it to our targeted market. We will get in touch with big medical stores to make our product available there.

We will use both Direct and Indirect distribution strategies. For direct distribution, customers would be allowed to buy Jarvis directly from our website. It will provide an easy and convenient alternative by delivering the product quickly at the doorsteps of our customers and for indirect distribution, they can buy it from hospitals, medical stores, and supermarkets which are mentioned on our website.

We will initially make this product available in the Pakistani Market because there is no other brand which currently selling this type of product here. After gaining some recognition and reputation, we will introduce Jarvis in other countries too.

Marketing Communication Strategy

As Jarvis is a pair of smart glasses based on modern world Artificial Intelligence, we will use digital marketing, inbound marketing, and Influencer marketing.

* **Digital Marketing**

One of the tactics to digitally market Jarvis is by promoting it online through various channels such as social media platforms and our company’s website. We will create a different section for Jarvis on our website, from there our customers will be able to get all the information about Jarvis and they will also be able to buy directly from there.

Through social media platforms such as Facebook, Twitter, Instagram, and Youtube we will ensure maximum reach for our product.

* **Inbound Marketing**

For inbound marketing, we will include chatbots in our websites through which will answer all the quarries of our customers. This will attract and engage them more towards our product and it will also help in establishing a trust base relation with our consumers.

* **Influencer Marketing**

Jarvis is a modern world product that uses high tech Artificial Intelligence so some of our customers will also be tech-savvy customers. For them, we will use influential marketing. We will send some of the sample units of Jarvis to different tech reviewers who will upload their reviews of our product after using it on their respective channels.

Marketing Research

Initially, for research, we will first analyze our competition. We will look through the market and will analyze what our competitors are offering. By doing so we will try to give a better deal to our customers. We will conduct experiments in which we will analyze the behavior of consumers. It will give us more information about the behavior, likes, and dislikes of our targeted customers.

After dispatching our sample units to some beta testers we will take feedbacks from them about Jarvis which will help us in making the experience of our consumers more user-friendly.