

## App Launch Plan: Inventory App

This plan outlines the final steps and strategies required to bring the completed Inventory App to market via the Google Play Store.

### 1. Google Play Store Listing

The store listing is the app's "front door." It must be clear, professional, and compelling to convert a potential user into a download.

- **App Icon:** The icon will be a clean, modern, and easily recognizable vector graphic.
  - **Design:** It will feature a stylized **clipboard** or **box** overlaid with a **barcode or checkmark**. This instantly communicates "inventory," "tracking," and "completion."
  - **Color Scheme:** It will use a bold primary color (e.g., a deep blue or green) to stand out, adhering to Google's principles of simplicity and clarity.
  - **Technical:** The final asset will be a **512x512 pixel, 32-bit PNG** to meet Google Play's specifications.
- **App Description:** The description will be front-loaded with value to hook the user immediately.
  - Short Description (80 characters):** The simple, fast, and secure way to track your warehouse or small business inventory.
  - Full Description:**

Stop guessing what's in stock. Take control of your inventory with our simple and secure Inventory App, built for small businesses, warehouse managers, and teams who need to know what they have and where it is.
  - Key Features:**
    - **Rapid Item Management:** Quickly add, edit, and delete items from your database in seconds.
    - **Secure User Logins:** Keep your data safe with individual user accounts.
    - **Real-Time Stock Adjustments:** Instantly update item quantities with simple "+" and "-" buttons.
    - **Zero-Stock Alerts:** Receive an **automatic SMS notification** the moment an item's quantity hits zero, so you can reorder before it's too late. (Note: This requires SMS permission).
- Whether you're managing a backroom, a warehouse, or a personal collection, our Inventory App is the no-frills tool to get the job done right. Download today and streamline your stock-tracking!

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### 2. Android Version (API Level) Support

To balance reaching the widest possible audience with maintaining modern security and features, the app will adhere to the following strategy:

- **targetSdkVersion (Target Version): Android 15 (API Level 35)**
    - This is the most current version required by the Google Play Store for new app submissions. Targeting this API level ensures our app is fully compliant with the latest security, privacy, and performance standards.
  - **minSdkVersion (Minimum Version): Android 11 (API Level 30)**
    - Supporting back to Android 11 allows the app to run on a significant majority of all active Android devices, while avoiding the development challenges of supporting much older, less secure versions (like Android 10 and below). This is a strong balance between compatibility and maintainability.
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### 3. Application Permissions

This app is designed to be lightweight and respect user privacy. It will only request permissions that are absolutely essential for its core functionality.

The `AndroidManifest.xml` file will declare **only one** primary permission:

1. **android.permission.SEND\_SMS**: This permission is **critical and non-negotiable** for the app's core feature: alerting the user when an item's quantity is reduced to zero.
  - **User Experience**: The app will not ask for this permission on launch. It will only trigger the permission request at the exact moment a user updates an item's quantity to zero for the first time.
  - **Denial Handling**: If the user denies this permission, the app will continue to function perfectly in all other aspects (login, add, update, delete). A simple, non-intrusive `Toast` message will inform the user that automatic SMS alerts will be disabled.

We will **not** ask for any other permissions (like access to Contacts, Location, Camera, or Microphone) as they are not needed for the app to run.

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### 4. Monetization Strategy

The app is a utility for businesses and power users, so the monetization strategy will be a one-time, upfront purchase.

- **Model: One-Time Payment (Paid App)**
- **Price Point: \$4.99 (USD)**

**Justification:**

- **No Ads:** The target users are professionals (warehouse managers, small business owners) using this app for a critical business function. Intrusive ads would disrupt their workflow and devalue the tool.
- **No Subscriptions:** The app's functionality is complete upon download. It doesn't rely on continuous content updates or cloud services, so a recurring subscription model is not appropriate and would deter users.
- **Clear Value:** A one-time payment is the simplest, most honest transaction. The user pays once and owns the tool forever. This is highly appealing for a business utility where predictable, one-time expenses are preferred.