

INNOVATIVE CLOCK

AYESHA BUKHARI FA17-BCS-104

A digital clock face with a smiley face design. The clock is circular with a white face and a black border. The numbers 1 through 12 are arranged around the perimeter. The clock hands are black. The left eye is a camera lens, the right eye is a Bluetooth symbol, and the mouth is a speaker. The clock is set to 10:10. The background is a dark red gradient with a brick wall texture on the right side.

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INTRODUCTION

- **INNOVATION**

- INNOVATION GENERALLY REFERS TO CHANGING PROCESSES OR CREATING MORE EFFECTIVE PROCESSES, PRODUCTS AND IDEAS

- **INNOVATIVE CLOCK**

- BACKGROUND

MARKETING STRATEGY

- **PRODUCT**

- FEATURES (BLUETOOTH , CAMERA , SPEAKERS & MICROPHONES)
- USERS OF PRODUCT

- **PRICE (PER PRODUCT)**

Manufacture Price	Sales Price	Profit
Rs. 4000	Rs. 6000	Rs. 2000

- **LOCATION**

- MAIN BAZAR, SAHIWAL

Marketing Strategy

- **PROMOTION**

- ADS ON NEWS CHANNELS
- ON SOCIAL MEDIA

- **CUSTOMIZATION**

- MANUFACTURING OF A PRODUCT ACCORDING TO THE TASTE OF CUSTOMER

PESTLE ANALYSIS OF AN INNOVATIVE CLOCK

- **ECONOMIC IMPACTS:**

- CONSUMER DEMAND FOR INNOVATIVE PRODUCTS IS INCREASING
- CONSUMERS HAVE BEEN TRAINED TO NOT TRUST PRICING
- START-UP BUSINESS DISTRICTS
- MARKET RESPONSE

- ▶ **Legal Impacts**

- ▶ Patents
- ▶ Copyrights
- ▶ Safety

PESTLE ANALYSIS OF AN INNOVATIVE CLOCK

• SOCIAL IMPACTS:

- INFORMATION OBSESSION
- BETTER SECURITY
- INCREASE IN USABILITY OF WIRELESS DEVICES
- DISTANCED CONNECTIVITY
- CUSTOMER SATISFACTION

▶ Technological Impacts:

- ▶ Research
- ▶ Globalization
- ▶ Increase Efficiency and Lower cost
- ▶ Diffusion
- ▶ Availability

▶ Political Impacts

- ▶ Government Interaction
- ▶ Question on production
- ▶ Stability
- ▶ Effect on other products
- ▶ Sustainability

SWOT ANALYSIS

- **STRENGTH:**

- THE VARIED OFFERING TO DIVERSE SEGMENTS WITH A CLEAR-CUT POSITIONING.
- INNOVATION IS CORE TO ITS STRATEGY.
- EXCELLENT CUSTOMER SERVICE.
- MULTIPLE USES WITH THE SINGLE PRODUCT.

- ▶ **Weaknesses:**

- ▶ The clock is highly technical.
- ▶ Rural areas do not form a substantial part of customer base.
- ▶ Price is comparatively high than traditional clock's.
- ▶ Brand is new in the market.

THREAT

- TIME AND COST OF ENTRY
- SPECIALIST KNOWLEDGE
- COST ADVANTAGES
- TECHNOLOGY PROTECTION
- BARRIERS TO ENTRY

SWOT ANALYSIS

- **OPPORTUNITIES:**

- RURAL MARKET CAN BE TAPPED.
- HUGE MARKET IN THE EXCHANGE BUSINESS.
- BY EDUCATING THE AUDIENCE ITS PROSPECT CUSTOMERS CAN BE INCREASED.
- CLOCKS POSITIONED AS A LEGACY RATHER THAN JUST A UTILITY PRODUCT.
- CAN BE USED BY SECURITY INDUSTRY.

- ▶ **Threats:**

- ▶ Product technology is not difficult to copy.
- ▶ Low setup cost leads to low barriers for new entrants.
- ▶ Unorganized sector or it can be referred as grey market.
- ▶ Low priced product can be offered by large manufacturers.

THANK
YOU!