**1. Plan Basis**

The CS360 Inventory Management App is designed to help users keep track of their stock levels, receive alerts for low inventory, and manage their inventory efficiently. This launch plan outlines the steps needed to successfully introduce the app to users, ensure smooth operation, and continue improving it based on feedback.

**2. Target Audience**

The app is aimed at small business owners, warehouse managers, and anyone who needs an easy way to manage inventory. It is especially useful for businesses that need quick updates on stock levels and want notifications when items run low.

**3. Pre-Launch Preparation**

Before launching the app, thorough testing will be conducted to ensure all features work correctly. This includes testing the login system, inventory updates, SMS and push notifications, and database functionality. The app will also be tested on different devices to make sure it works smoothly for all users. A user guide will be created to help users understand how to navigate and use the app effectively.

**4. Marketing and User Onboarding**

To attract users, a simple website and social media pages will be created to showcase the app’s features. A short demo video will be shared to show how the app works. Users will be encouraged to download and try the app through promotional offers and referral incentives. The onboarding process will include an easy-to-follow tutorial to help users set up their inventory and enable notifications.

**5. Launch Execution**

The app will be released on the Google Play Store. A beta testing phase will allow early users to provide feedback, which will help fix any remaining issues. Once the app is stable, a full launch will be announced through email campaigns, social media, and partnerships with small business groups.

**6. Post-Launch Monitoring and Updates**

After launch, user feedback will be collected to identify any bugs or areas for improvement. Regular updates will be provided to add new features and improve performance.