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Inventory App

**Launch Plan for Warehouse Inventory**

Several key elements must be considered before launching the Warehouse Inventory application in the Google Play market. The current version lacks advanced tools, but it is planned to be optimized and continuously improved. Below are the most relevant aspects of its launch.

**Application Description**

Warehouse Inventory is an application designed to manage warehouse inventory efficiently. With an intuitive and accessible solution, you can optimize your work and improve daily productivity. It is ideal for companies looking to stay competitive and manage their business from the palm of their hand.

**Application Icon**

A black background with white lines

AI-generated content may be incorrect.

The icon will represent inventory management with a minimalist design. It will use a visual element representing a warehouse building with an internal figure depicting a load of boxes, reflecting the application's functionality.

**Compatibility with Android Versions**

The application will be compatible with Android 6.0 (Marshmallow) devices and later versions, ensuring a wide range of available devices. Additionally, it will be tested and optimized for the latest version of Android, ensuring compatibility, optimal performance, and the utilization of new features.

**Required Permissions**

Warehouse Inventory only requests the necessary permissions to function appropriately, ensuring user privacy and security. These include:

* Access to SMS: To receive real-time updates on products (with prior user authorization).

**Monetization Strategy**

Currently, the application has essential functions that limit its monetization potential. However, as more tools and advanced functionalities are implemented, three business models are being considered:

1. *Integrated Advertising (Ads)*
   * The application will be free but will include advertisements to generate revenue.
   * All functions will be available, but users will have the option to pay to remove ads.
2. *Freemium Model*
   * A free version with limited functionalities will be offered.
   * Users can access a premium version with advanced tools through a one-time payment.
3. *Membership or Subscription*
   * A monthly or annual payment plan will be implemented to guarantee periodic updates and technical support.
   * This model will ensure the application's long-term growth and maintenance.

**Initial Monetization Plan**

The freemium model will be implemented first for the launch, allowing users to try the application with basic functionalities while offering a premium version with advanced tools. This approach will attract users without an initial payment barrier while generating sustainable revenue.

# References

*27 steps to a successful mobile app launch*. (2024, Jun 13). Retrieved from https://orangesoft.co: https://orangesoft.co/blog/how-to-launch-an-app

*Access 18.1M+ vector icons & stickers*. (n.d.). Retrieved from https://www.flaticon.com/: https://www.flaticon.com/