



MKT 6301 – Marketing Management

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According to the National Center for Missing and Exploited Children, nearly 800,000 children are reported missing each year (ABC News, 2017). That is more than 2,000 children a day. In a country like United States with population of approximately 300 million, this is a serious issue that cannot be neglected.

India has more of a problem with missing children versus abductions/kidnappings mostly because of the sheer population size compared to the United States. The population density in some states is so extreme that it is very easy to just get lost in the crowd. Because of this, parents in India are always looking for a better way to keep track of their children so they don't go missing.

### **Problem Statement**

A research conducted by the National Trust Survey indicates that children today spend half the time their parents did playing outside (four hours a week, compared to 8.2 hours a week). To be precise, 96% of the 1,001 parents with children aged between 4 and 14 surveyed thought it was important for their children to play outdoors and have a connection with nature for their development but feared to let them out on their own (The Guardian, 2017). Parents' fear of letting children unattended is indeed a serious concern.

Approximately 76.2% of missing children are dead within three hours of them going missing as per the 2013 Amber Alert report. These statistics then indicate a need for some method to be able keep track of children without having to be with them all of the time. It is virtually impossible for a parent to know exactly where their children are 24 hours a day. In the same token, it is important for children to have some feeling of independence. The lack of outdoor play due to safety concerns has led parents to take interest in GPS trackers. In an online poll by Today's Parents Magazine, 68% of parents said they would track their kids for

safety reasons. With so many options for the trackers in the market, it is difficult for parents to choose the ideal tracker which is priced just right and offers all the features.

### **Snowfox - An ideal solution**

As of October 2016, the company Snowfox had finished its Indiegogo campaign for funding its product Snowfox. Snowfox is a small, inconspicuous, portable tracking device with built-in location tracking feature. Using Snowfox app, parents can easily locate their children and communicate with them anytime. The children can learn independence in a safe way by exploring outdoors without any adult supervision. The device is easy to hide in a backpack or inside the jacket so that child abductors cannot easily locate the device.

### **Situation Analysis**

#### **Potential Customers**

The primary market for Snowfox are parents who have children from ages 5 to 10 or special needs children from ages 5 to 15. Snowfox can be used to track a child's daily routine, while on a vacation, or in largely crowded areas where the chances of children getting separated are high.

A secondary market could be families with family members suffering from dementia/Alzheimer's. The families can use Snowfox to easily locate and communicate with their loved ones.

#### **What is the Competition?**

Several companies have come up with portable trackers that will allow a parent to both keep track of and communicate with their children in real time. A thorough research of more than 30 hours conducted by Top10Reviews claims that the following are the 2017's top five trackers: AMBER Alert, Trackimo, Brickhouse Security, SpyTec, and Angel Sense. The

research ranks the trackers based on different aspects such as price, features, international coverage and aesthetic comparison. To get a better feel of how Snowfox compares with these competitors, we will need to break down the differences, starting with price comparison.

**Price Comparison.** Figure 1 shows the breakdown of the base price of Snowfox with the five main competitors. This shows that while Snowfox does not have the lowest base price, it does not have the highest either. Snowfox, BrickHouse, and Trackimo are all priced at \$99 while Amber Alert has the highest price of \$125. Moreover, SpyTec and AngelSense are by far the cheapest ones with a price tag below \$60.



Figure 1. Base price Comparison.

Figure 2. Monthly Subscription Fee Comparison.

Nevertheless, a comparison of the monthly subscription fees from figure 2 illustrates that although SpyTec and Angelsense have the lowest base prices, their monthly subscription fees are the highest. With comparison to Snowfox, the monthly rates are more than double in SpyTec's case and quadruple for Angelsense. This implies that if potential customers were to purchase either of these two trackers, then they will end up paying more in the long run even though they paid less upfront.

Figure 2 also shows that Trackimo has a lower monthly fee compared to Snowfox. In addition, the monthly fees for AmberAlert and Brickhouse are also in the average range. Therefore, feature comparison is necessary to establish differentiation beyond price.

**Features Comparison.** The primary feature comparison is battery life. Figure 3 shows the comparison of battery life between Snowfox and the main competitors. Even though Trackimo beat Snowfox in the price comparison, the battery life for Snowfox is about double that of Trackimo. Brickhouse and SpyTec, with their 14 day battery life, doubles Snowfox's max battery life. But, as Figures 3 and 4 depict, both trackers charge higher fees compared to Snowfox. Snowfox has therefore positioned itself in the middle, appealing to parents who would like to purchase a tracker with a decent battery life at an affordable price.

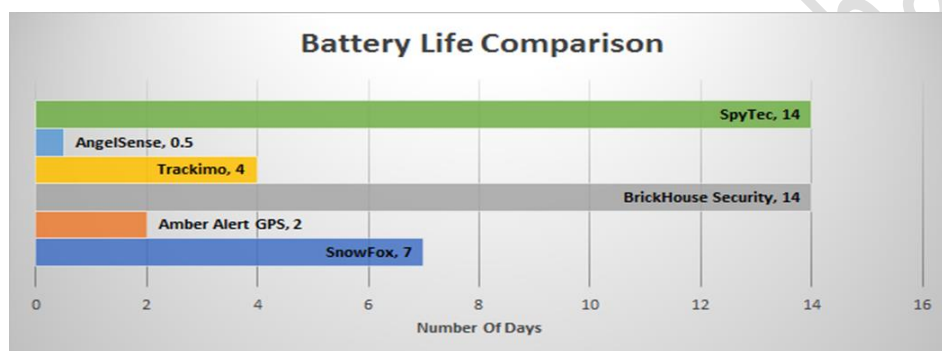


Figure 3. Battery Life Comparison.

In addition to a good battery life, every tacker should also have these five major features to truly stand out: waterproof, call, panic button (a button used by a child to send location information to parents in case of emergency), geofence (a feature used by parents to set boundaries for kids via Snowfox app), and international coverage. Table 1 is a comparison of the six trackers based on these features. Table 1 shows that apart from Amber Alert and Snowfox, the rest of the trackers are lacking at least one major feature. Hence, if we rule them out and compare Snowfox and AmberAlert, it is worth noting that although both trackers provide all features, AmberAlert has an additional two-way calling instead of Snowfox's one-way calling. However, the additional feature comes with a high price tag.

Device	Waterproof	Calling	Panic Button	GeoFencing Zone	International Coverage	Price
SnowFox	Yes	One - way	Yes	Yes	Yes	\$99.99
Amber Alert	Yes	Two - way	Yes	Yes	Yes	\$125
BrickHouse	Yes	No	Yes	Yes	No	\$99.99
Trackimo	Yes	No	Yes	Yes	Yes	\$99.64
AngelSense	Yes	No	Yes	Yes	Yes	\$59.00
SpyTec	Yes	No	Yes	Yes	Yes	\$49.95

Table 1. Additional Feature Comparison.

To conclude, Snowfox is ultimately a clear winner by positioning itself in the middle and appealing to consumers who would like to see all the major features in their tracker at an affordable price. Figure 4 further illustrates this via a perceptual map which visually depicts the positioning of Snowfox with respect to other trackers.

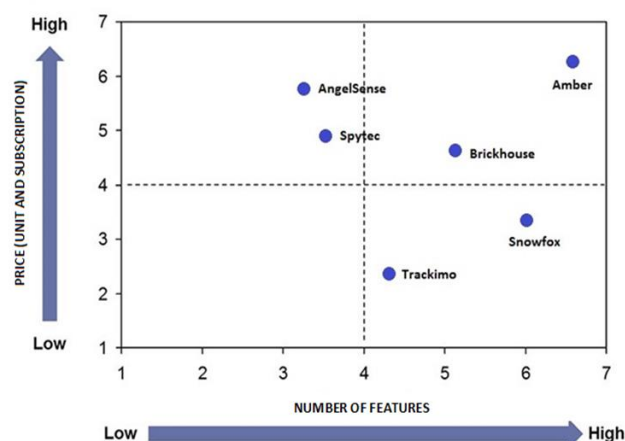


Figure 4. Perceptual Map of Price vs Features.

**International Coverage Comparison.** Based upon Table 2, we can see that Snowfox ends up being in the lower half of the international availability compared to its five major competitors. Trackimo, with its 150 countries, clearly dominates the international stage when it comes to mobile trackers. With Snowfox being a new company, it makes sense that it is limited in its reach. For Snowfox to expand its name, it needs to further expand itself internationally.



Company	Coverage
<b>Trackimo</b>	Worldwide availability 150 countries.
<b>SpyTec</b>	Europe, Asia, Central and South America
<b>AMBER Alert</b>	18 EU countries: Belgium, Bulgaria, Cyprus, the Czech Republic, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Spain and the UK.
<b>Snowfox</b>	United States, Canada, the United Kingdom, Germany, the Netherlands, Spain, Norway, Denmark, Sweden and Finland.
<b>Angel Sense</b>	Due to high demand in North America, currently offer service in the USA & Canada only.
<b>Brickhouse security</b>	Availability confined to United States.

Table 2. International Coverage Comparison.

**Aesthetic Comparison.** Table 3 is a comparison of the five major competitors with Snowfox. Each of the competitors has external logos and buttons that make them very conspicuous in their purpose and could be easily identifiable by potential kidnappers. This means they could be quickly tossed aside or simply destroyed. Snowfox, on the other hand, is very inconspicuous as to its purpose and could be confused with either a child's toy or earbud case.

Company	Description
Amber Alert	<ul style="list-style-type: none"> <li>Has symbols denoting some kind of communications device</li> <li>Has volume control</li> <li>Looks like old phone or remote</li> </ul>
BrickHouse	<ul style="list-style-type: none"> <li>Logos and symbols indicate device purpose</li> <li>Very prominent well known company logo</li> </ul>
Trackimo	<ul style="list-style-type: none"> <li>Very distinctive name on the device</li> <li>Very distinctive button</li> </ul>
AngelSense	<ul style="list-style-type: none"> <li>Very distinctive buttons</li> </ul>
SpyTec	<ul style="list-style-type: none"> <li>Logo looks like a wireless communicator on the device</li> <li>Very distinctive button</li> </ul>
Snowfox	<ul style="list-style-type: none"> <li>Dimensions 1.97"x0.47"x1.97"</li> <li>Cord</li> <li>The logo tag is the antenna</li> <li>Looks like a toy or small ear bud case</li> <li>Small and inconspicuous</li> </ul>

Table 3. Aesthetic Comparison.

**Why not other tracker categories?** There are some other options that are simply tracking devices but do not give any communications capabilities between the parent and the child. Two examples are tile and Tinitell. Tile, is just a simple RFID chip in a small square plastic case that could be hooked to a child's coat. The Tinitell again is an RFID chip imbedded in a device that looks and acts like a smart wristwatch. The coverage area for these devices is unknown. These devices also have no apps that alert the parents when the child leaves a predefined area (geofencing) or history of where they have been.

**Why Not a Cell Phone?** There are many obvious reasons why to not just give a child in the age range of 5-10 a cell phone. One of the main reasons is the cost of a typical new smart phone and the monthly recurring charge. The base price of a new smart phone can be anywhere from \$500 to \$800. They can be easily broken or simply lost which children will most likely do often. They do not have simple operations to make an emergency call which makes their use in kidnappings ineffective. Battery life on cell phones is not all that great and most must be charged several times a day. The final issue is that kidnappers will know exactly what they are and quickly dispose of or destroy them

## **Segmentation, Targeting and Positioning**

### **Segmentation**

Segmentation entails dividing the potential customers geographically as well as demographically. Figure 5 is a pie chart which depicts the geographic distribution of the population by State. Based on the pie chart, half of the child population resides in only eight states namely: California, Florida, Georgia, Illinois, New York, Ohio Pennsylvania, and Texas. The remaining 42 states comprise the rest of the population. This segmentation therefore shows that in order to build an effective market share, the main focus should be on these eight states.

Population distribution by state

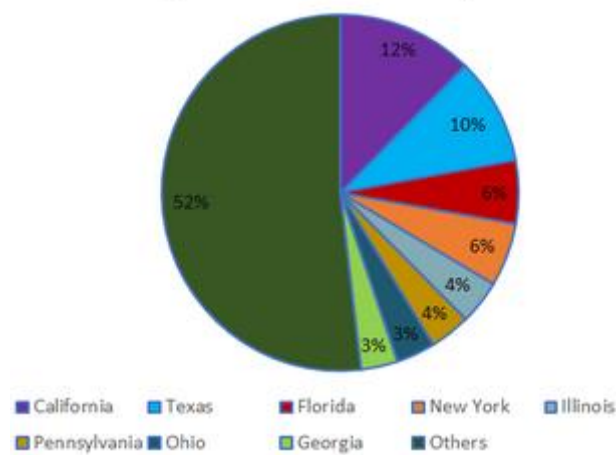


Figure 5. Geographic breakdown of children by state

The demographic segmentation on the other hand shows the distribution of children by age. Per Figure 6, children between ages 5-10 constitute the third largest child population group in the United States.

Distribution by age

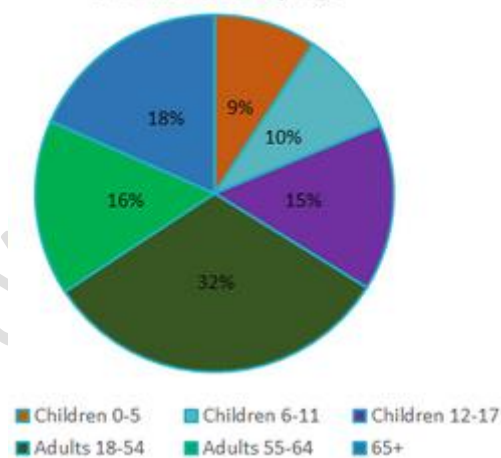


Figure 6. Demographic breakdown by age

## Targeting

Customer targeting can be done based on various factors such as states with high child kidnapping and missing rates. Figure 7 shows a breakdown of the kidnapping rates by state. The states in green would most likely present the most effective regions to focus marketing efforts.

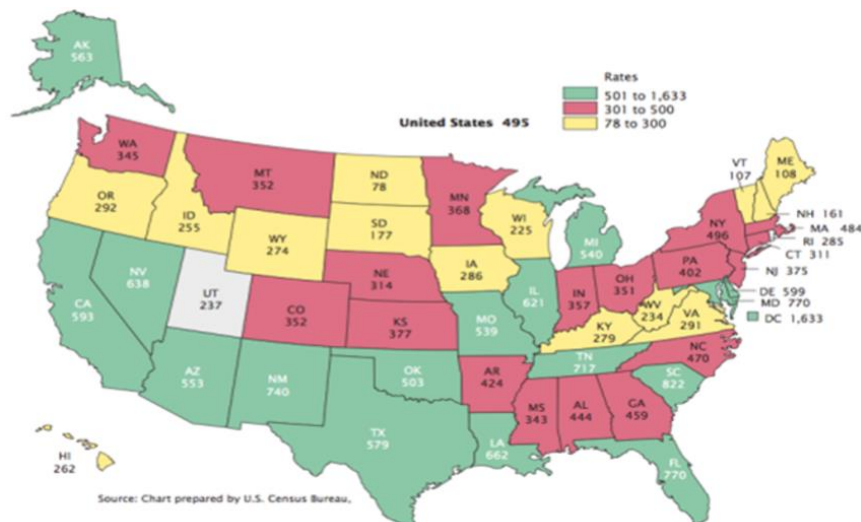


Figure 7. Kidnapping rates by State (US Census Bureau)

### Positioning Statement

For parents concerned about the safety of their young children, Snowfox is a personal tracking device that unlike other tracking devices offers more features, is comparatively cheaper, inconspicuous, and is easy to use.

### Potential Market in terms of dollars, profits and sales:

Snowfox's first year investment is estimated to be around \$100,000. Two thirds of the investment will go into production and logistics whereas the rest will be used in marketing Snowfox to ensure that the product gains significant exposure in the first year. The yearly margin per tracker is estimated to be around \$171 based on the profits earned through the monthly subscription fees as well as the one time device price. Furthermore, for the profit to kick off, at least 582 units have to be sold in the first three months. The yearly profit margin is estimated to be around \$400,000 granted that 2400 trackers are purchased. Table 4 nicely summarizes the financial analysis.

Cost Per Tracker	\$47
Initial Investment Cost ( For First Year)	\$100,000
Yearly Margin Per Tracker	Subscription profit + tracker profit => (\$9.99 * 12) + (\$99 -\$47) = \$171.88
Units Sold To Breakeven	FC/ (Margin) = \$100,000/ 171.88= 582 units.
Units Needed To Breakeven	582
Target Units To Sell Per Month	200
Total Estimated Months To Breakeven	Approximately 3 months
Estimated Units Sold Per Year	2400
Total Estimated Profit Margin Per Year	2400 * 171.88= \$412,512

Table 4. Financial Analysis of Snowfox for Year 1

### Marketing Plan for the United States

#### Product

There are two minor changes that can be made to the Snowfox tracker: replacing the yellow cord and engraving the name of the child. The main change would be replacement of the yellow cord. The current device has a yellow string that is used to attach the device to a child's backpack, jacket, pants belt loop, or other location. The main issue is that the string is not very long and so in order to attach it somewhere, a guardian will have to add a clip between the string and the attachment point. The cord is also not long enough to loop Snowfox through it for attachment either. With a simple yet minor change from a yellow cord to a plastic clip, the versatility of the device expands quite a bit. The addition of the clip to the device eliminates the parent/guardian from having to find a method to attach it.

Another feature change is engraving the device with the child's name. Not only will it allow families with multiple devices to identify which one goes to which child, it also allows the child to be able to have a psychological feel of "this is mine" which can help eliminate the concern of a child not wanting to keep it.

As far as the name "Snowfox" is concerned, it is vague on the device's purpose which is exactly what it should be. The idea of Snowfox is that it is inconspicuous so a kidnapper will not know what it is at the time of the abduction thus decreasing the chances of it being thrown away by the kidnapper.

### **Promotion**

There are several ways that Snowfox can be advertised. Selecting the right outlets is key in being able to get the word out. The main mediums in which Snowfox should advertise are: online/social media, daycare/schools, parenting magazines, pediatrician/child dental offices, and infomercials on TV. Through each medium, there should be both a regular message as well as a message reaching towards parents with special needs children.

To begin, with online/social media, the promotion can be broken down into three different methods of advertising: popular parenting sites, organic search such as AdWords campaign, and blogs.

**a) Popular Parenting Sites:** Snowfox ads can be placed on popular parenting websites such as "Today's Parents" or "New Parent". These websites feature articles about child safety and therefore make Snowfox ads even more eye catching.

**b) Adwords:** Google AdWords is one of the efficient ways of targeting potential customers. Snowfox ads will appear on Google's organic search page when users search for portable trackers. Out of the five competitors of Snowfox, only two are utilizing the Adwords campaign. Nevertheless, there is an intense competition of trying to rank Snowfox ads at the top position on a search page due to keyword biddings. With this in mind, our goal is to target long chain keywords which will allow us to target potential customers at a reasonable cost per click. Here are some sample keywords: Feature Rich GPS Tracker For Kids, Affordable GPS Tracker For Kids, Durable Kids GPS Tracker, Long Battery Life GPS Tracker, etc.

Figure 8 shows some sample Snowfox ads.

<p>SnowFox - Ideal GPS Tracker For Travel Ad www.snowfoxfamily.com</p> <p>Keep Track Of The Most Important Person You Brought With You. Order Now.</p>	<p>SnowFox - Most Durable Kid GPS Tracker Ad www.snowfoxfamily.com</p> <p>Order Today And Enjoy One Month Free Usage</p>	<p>SnowFox - RealTime GPS Locator Ad www.snowfoxfamily.com</p> <p>Know Your Child's Every Move In The Palm Of Your Hand - 100% Satisfaction.</p>
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Figure 8. Google Ads for Snowfox

**c) Blog Marketing:** Blogging has had a major boom in recent years. According to Yahoo Business, 81% of U.S online consumers trust information and advice from blogs. Therefore, blogs are a great and cheap advertising medium to inform users about Snowfox. There are blogs written by experts who analyze and review new products. For example, blogs like Top10Reviews can be approached for Snowfox review. The experts perform a comparative analysis of the new product with those already in the market and give honest reviews. Blog readers can also drop their reviews in the comment section. The reviews will not only provide valuable marketing research for improvement of the device but also allow for any complaints to be addressed immediately.

**Daycare/schools.** The second advertisement medium is daycares. Daycares or schools are ideal places for promotion because parents will at some point be either picking up or dropping their children off. By placing a flyer at the front desk, having a poster at the school, or even by sending home a pamphlet telling the parent about Snowfox, you are able to reach potential buyers. These flyers and posters need to stress the importance of being able to monitor your child's location as well as explain in detail the features Snowfox offers.

**Parenting Magazines.** Parenting Magazines can also serve as a medium for Snowfox advertisement. Renting out space in popular parenting magazines is an effective way to reach the target buyers. Generally, people who receive parenting magazines are just that, parents. The ad in the magazine would have things like statistics about missing children and the importance of locating your child within a certain amount of time, letting them know there is a solution that could make them feel comfortable when their child is not with them.



**Pediatrician/child dental offices.** Another advertisement medium for Snowfox is pediatrician/child dental offices. Advertising here is more of a mix between the daycare/school and parenting magazine forms of promotion. In these locations, we can have standees, similar to the ones in schools or daycares, talking about the benefits of Snowfox and the statistics that goes with child kidnappings. We can also attach a QR code to the standee that while the parent waits in the waiting room, they can look onto the Snowfox website and possibly even order one. Inside the waiting room itself, there are typically parenting magazines which can have advertisements about Snowfox in them.

**Television.** Television is yet another powerful medium for Snowfox advertisement. Television is easily the first thing people think of when they think of advertisements. If done effectively, a small 30 second advertisement can benefit a company more than imaginable. Snowfox could create an infomercial where you show parents frantically looking for their children when they get separated in a crowd. But it is hard to find them because of the crowd. Then, one of the parents reach for their phone and bring the Snowfox app showing them exactly where their child is.

### **Distribution**

E-commerce sites like amazon can be approached to sell Snowfox online. All the orders will be handled and delivered by Amazon which eliminates the burden of shipping. It can also give piece of mind to buyers since they will have the ability to track their shipments and also gives the peace of mind knowing it is being handled by a respectable organization.

### **Price**

As has been mentioned in the situation analysis, Snowfox' s price position is right where it needs to be as it is not too expensive but also not the cheapest device on the market.

Even so, there are a few price incentives that can be provided. These include referral rewards, annual instead of a monthly payment plans, and family discount plans.

With referral rewards, if you refer somebody to Snowfox and they buy a device and stay a member for six months, you will have one free month on your plan. The annual payment versus a monthly payment could give the customer a discount on the payments. For example, pay for a year and get a 10 percent discount or one month free. With the family discount plan, any additional device purchased will have a 5% discount on those additional devices, up to five devices.

### **Marketing Plan for India**

#### **Expansion of Snowfox**

Every parent, irrespective of their geographic location, culture or race, cares for their children and is interested in knowing the whereabouts of their children. Therefore, Snowfox looks at market expansion in other countries apart from the US and Europe where this device will be popular. It should have high sales volume in countries where the child kidnapping and missing rate is high.

Upon assessing the Asian countries, it is evident that China, India and Japan are the top three markets with a very large and dense population.

**China.** China has the world's largest population with about 200,000 missing children each year. Sadly, only one percent of missing children are found every year (China Daily Mail, 2013). But launching Snowfox in China will be risky because it is highly likely that the product idea gets copied and replicated. Also, foreign firms are forbidden to set up their own distribution networks in China and it is really difficult for any foreign product to match with the local competitors (Marketing Management, 4e).

**Japan.** Japan is a country with population density (per square kilometer) almost similar to that of India. But it is difficult to enter Japan's market because of its intricate import and operations laws (Marketing Management, 4e).

**India.** A major advantage of launching Snowfox in India is that unlike Japan and China, India has less government restrictions and huge percentage of missing children. India is a country with population of 1.311 billion and 29% of its population is children. On an average, 180 children go missing every day in India which is one child every 8 minutes (Indian Express, 2016). Due to its vast diversity, large number of religious gatherings are held every year in India and there is always a large number of children reported missing during these gatherings. For instance, around 30 million people attended the "Kumbh Mela" (the largest gathering held in India for religious purposes) pilgrimage in 2013 (News18, 2013). Almost 300,000 children were reported missing during this 55-day festival (Gulf News, 2017).

### **Repackaging the Product**

Since every market is different, the product packaging differs from market to market. In India for example, the issue of children going missing is more severe than that of kidnapping. Therefore, there is no need for Snowfox to be inconspicuous. With this in mind, the name "Snowfox" will be changed to "PlayTag". "PlayTag" sounds like a tag or a tracking

device that kids can wear while playing outside. Furthermore, "PlayTag" will be a wearable device instead of a portable tracker. Hence, there is no need to market it as an inconspicuous device in India.

## Targeting

**Based on financial condition.** Per survey conducted by a leading newspaper in India (The Hindu Businessline, 2013) Due to the IT boom in India, parents are spending less time with their kids but have more money to spend on them (The Hindu Businessline, 2013).

Children are going to daycare/playschool at an increasingly early age. Parents have become more obsessive about their children and at the same time have also become more hands-off, delegating key tasks to maids, grand-parents, tutors, schools and other institutions and demanding greater accountability from them. There is rising concern among these parents about the safety and knowing the whereabouts of their children and are willing to invest in tracking systems.

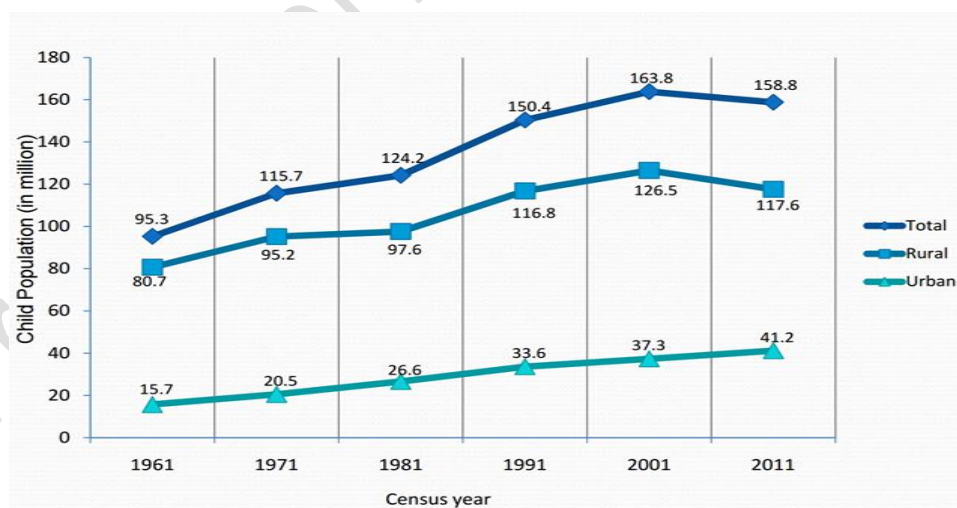


Figure 9. Child population census data (Census India, 2011).

From figure 9, we can see that out of the 158.8 million children, 41.2 million children reside in urban areas. The parents of children from ages 5 –10 in these urban areas will be the

initial marketing targets. This will be parents working in IT, parents of children in the urban areas, and the rich and upper middle class.

**Based on demographic.** Targeting can also be done based on population density of states where the incidence of missing complaints is higher than others. The map in figure 10 uses different color schemes to represent population density. Bihar, West Bengal and Delhi are the states with the highest population density, followed by Punjab, Haryana, Kerala, Tamil Nadu and Uttar Pradesh.

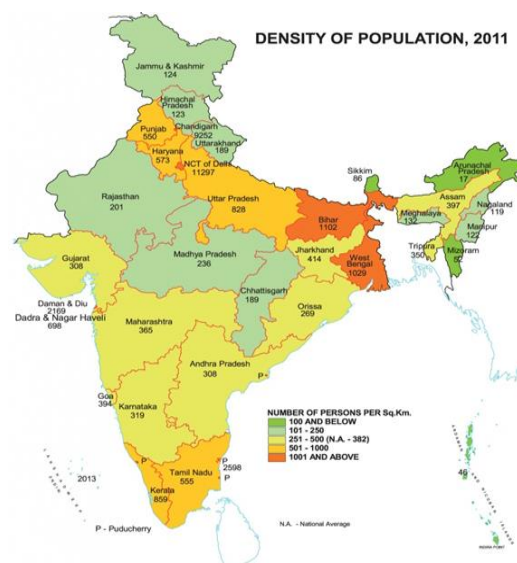


Figure 10. Population density of Indian states (Biswas, 2011)

Figure 11 clearly shows that West Bengal, Delhi and Uttar Pradesh are the three states which are the most populous and at the same time have high rates of missing children. In all these states, a major difference observed is the number of missing and recovered children. The number of untraced children increased by 84% from 34,444 in 2015 to 62,988 in 2015 (Times of India, 2016) Therefore, India would be a huge market for our product.

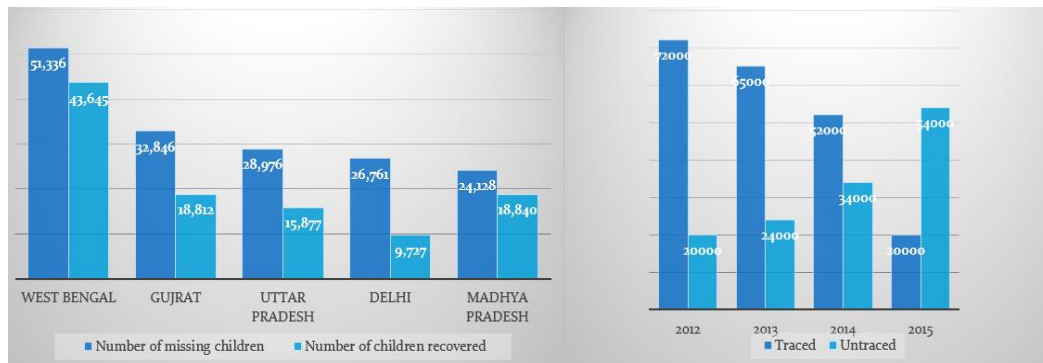


Figure 11. (a) States with highest missing and untraced children (b) Traced vs untraced children in India (The Times of India, 2013)

### Positioning Statement for India (PlayTag)

For working professionals concerned with the whereabouts of their children, PlayTag is a wearable GPS tracking device with communication capability and is the first of its kind in the Indian market.

### Reduced price compared to US/EU market

Since the ability of parents in India who can afford this product is not uniform, the price of each unit would need to be lower than in the United States or Europe. Therefore, we plan to offer a lower-cost product with slightly different features. Some features are vital to the purpose of the device so they will be retained.

### Changes in Product Features

**International Coverage Restriction.** With the main concern in India being children going missing, Playtag will be restricted to India with no international coverage feature. The exclusion of this feature will reduce the cost of the product.

**Low Carrier Cost.** The carrier cost in India is much lower compared to the cost in the USA. It costs INR 100 - INR150 every month (Approx. \$3) in comparison to \$30-\$40 in the US.

**Wearable Device.** As stated earlier, there is no need for the product to be inconspicuous in India. To make it more user friendly we are making it a watch like wearable device. The material used for casing will be of different quality to reduce some cost.

**Reduced Battery Life.** We are reducing the battery life from 7 days to 5 days to reduce cost.

### **Certification Cost**

Three certifications are required prior to the release of an electronic product in the US. These certifications account for significant costs in the selling of the product. Whereas in India, only Automotive Research Association of India (ARAI) certification is needed which reduces the cost and price.

### **Features Retained**

**App and Reports Retained.** The app will give timely reports to users of PlayTag so this feature is retained.

**Geofence.** This feature is also retained. Using Geofence, parents can set areas as safe or dangerous.

**SOS.** An SOS button can be pressed by the child if a possible dangerous situation develops and the parent is immediately alerted.

**Calling Feature.** The pseudo calling feature is retained which allows parents to call their child.

### **Financial Forecast: India Market**

In Indian market, PlayTag's investment for the first year is estimated to be around INR. 4,500,000. Two thirds of the investment will go into production and logistics whereas

the rest will be used in marketing PlayTag to ensure that the product gains significant exposure in the first year. The yearly margin per tracker is estimated to be around INR 3588 based on the profits earned through the monthly subscription fees as well as the one-time device price. It is estimated that at least 1806 units should be sold in the first four months to establish the product in the market. Even though this number is larger compared to the one obtained from the US market, the population is higher in India. The yearly profit margin is estimated to be around INR. 6,480,000 given that 5,400 trackers are purchased. Table 5 summarizes the financial analysis.

Cost Per Tracker	INR 3000
Initial Investment Cost (One Year) (Includes cost for Advertising, Taxes, Certification etc...)	4,500,000
Yearly Margin Per Tracker	Subscription profit + tracker profit => (INR. 149* 12) + (INR. 3000) = INR 3,588
Units Sold To Breakeven	FC/ (Margin) = 64,80,000/3588=1806.01
Units Needed To Breakeven	1806
Target Units To Sell Per Month	450
Total Estimated Months To Breakeven	4.01 months
Estimated Units Sold Per Year	5400
Total Estimated Profit Margin Per Year	5400*1200=INR 6,480,000

Table 5: Financial Analysis India

### Time frame, national or regional rollout

The rollout period for Snowfox and PlayTag will begin as soon as the first batch of trackers are produced in Finland. Snowfox will be available for purchase via Amazon in the U.S and European markets whereas PlayTag will be available via Amazon for the Indian market. Moreover, within the United States, the product will first be rolled out in the states mentioned in the segmentation analysis since those states provide a higher chance of purchase.



**Limitations to Success**

One of the limitations or downside to Snowfox is that it is not a unique product. In other words, any company can copy the Snowfox features and come up with something similar in the market. To remedy this situation, Snowfox brand image needs to be heavily marketed to ensure that the customer gradually builds an emotional attachment and loyalty to the brand. Another limitation could be that the children will not want to use the device. The children may simply not want to carry it. Maybe they just do not like it. Since children are attracted to cartoon characters and action figures, a long term solution will be to print action figures on the trackers. This approach will be slight costlier and therefore it is more appropriate to implement this as a long term plan.

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Group 4

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