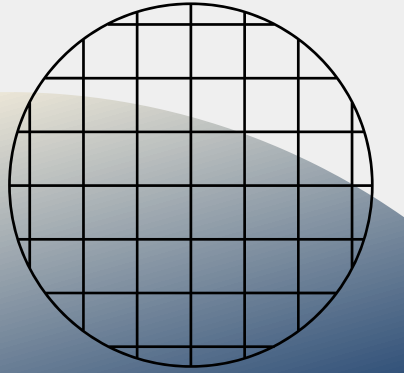


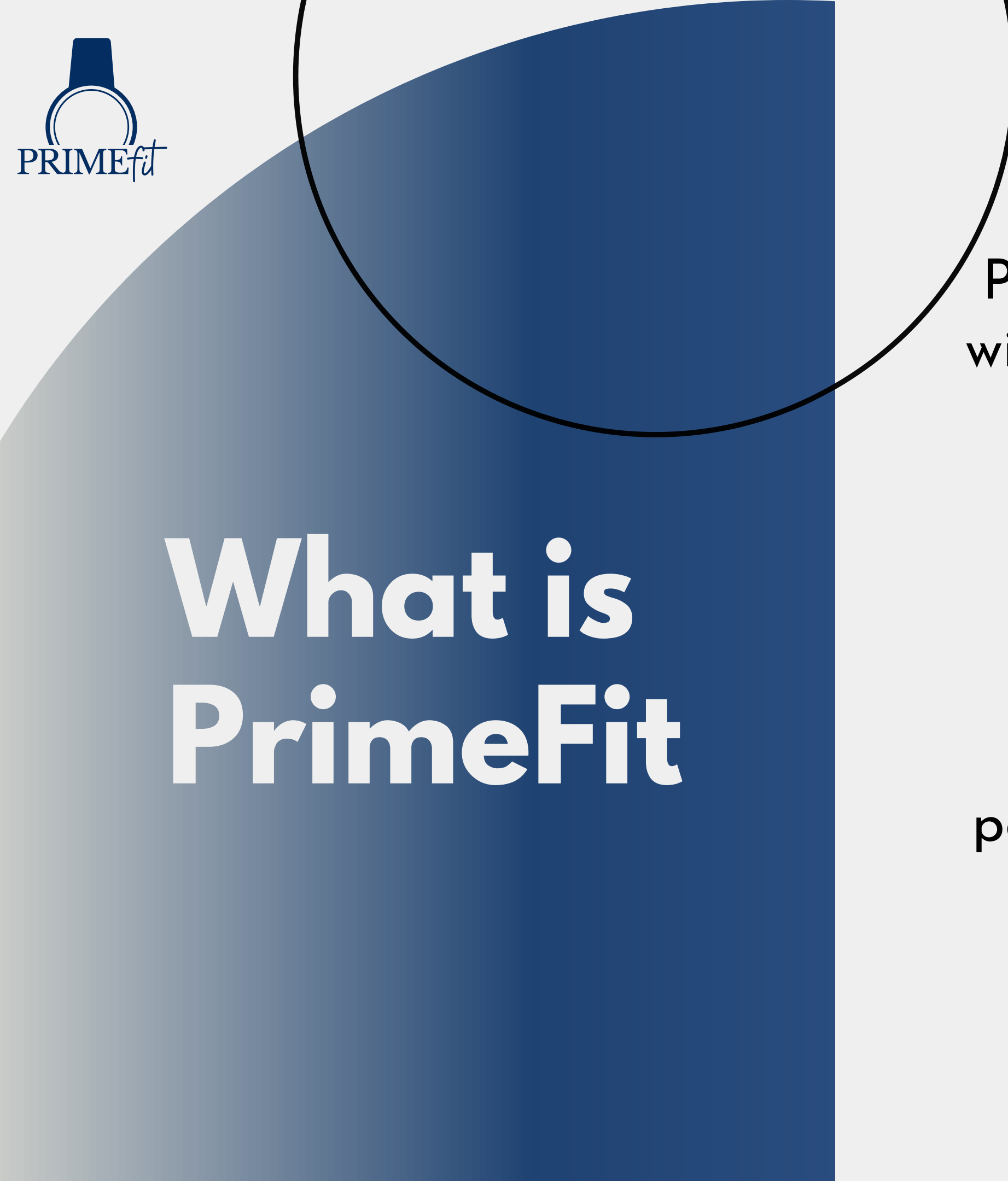
Marketing Plan



by **The 5 Markeeters**

- Pooja Bhatia
- Devyani Mishra
- Shanmugasundaram Ramasubramanian
- Shivani Bharadwaj
- Shreya Priyadarshini Roy





What is PrimeFit

PrimeFit smartwatch keeps seniors safe with fall detection and emergency alerts. It empowers well-being by tracking health vitals, managing medications, and encouraging activity. This user-friendly device also fosters social connection through video calls and messaging, all designed to give you peace of mind and help your loved ones thrive.



Target Market



AGE 55–80

LOCATION Suburban Areas,
United States

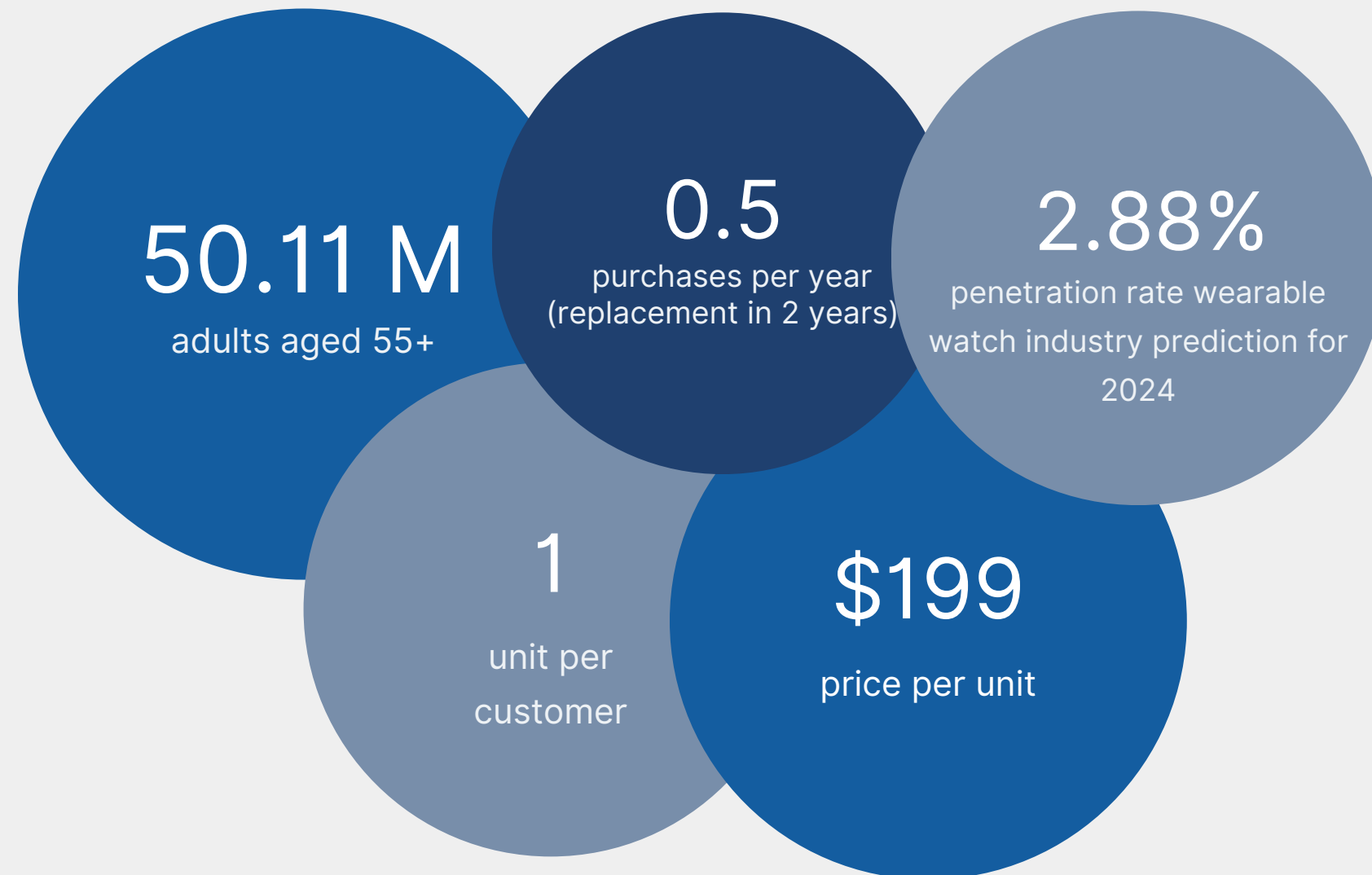
OCCUPATION Retired

EDUCATION College Degree

IDEAL USER PERSONA FOR PRIMEfit

DEMOGRAPHIC AND LIFESTYLE	<ul style="list-style-type: none">• Values simplicity and healthy lifestyle• Seeks products with large, easy-to-read displays
NEEDS AND GOALS	<ul style="list-style-type: none">• Prioritizes staying active and independent• Desires to track fitness metrics• Values staying connected with family and friends
BEHAVIOUS	<ul style="list-style-type: none">• Relies on family for tech setup• Price-conscious and comparison shopper• Gathers information from trusted sources
VALUES AND PAIN POINTS	<ul style="list-style-type: none">• Values maintaining health and preventing burdens• Dislikes complicated technology• Apprehensive about wearing unfamiliar tech
ADDITIONAL CONSIDERATIONS	<ul style="list-style-type: none">• Prefers clear user manuals and customer support• Appreciates safety features like fall detection• Effective reach through partnerships with senior centers or healthcare providers

Market Potential



= \$139 million

Annual Market Potential for PrimeFit

Rationale

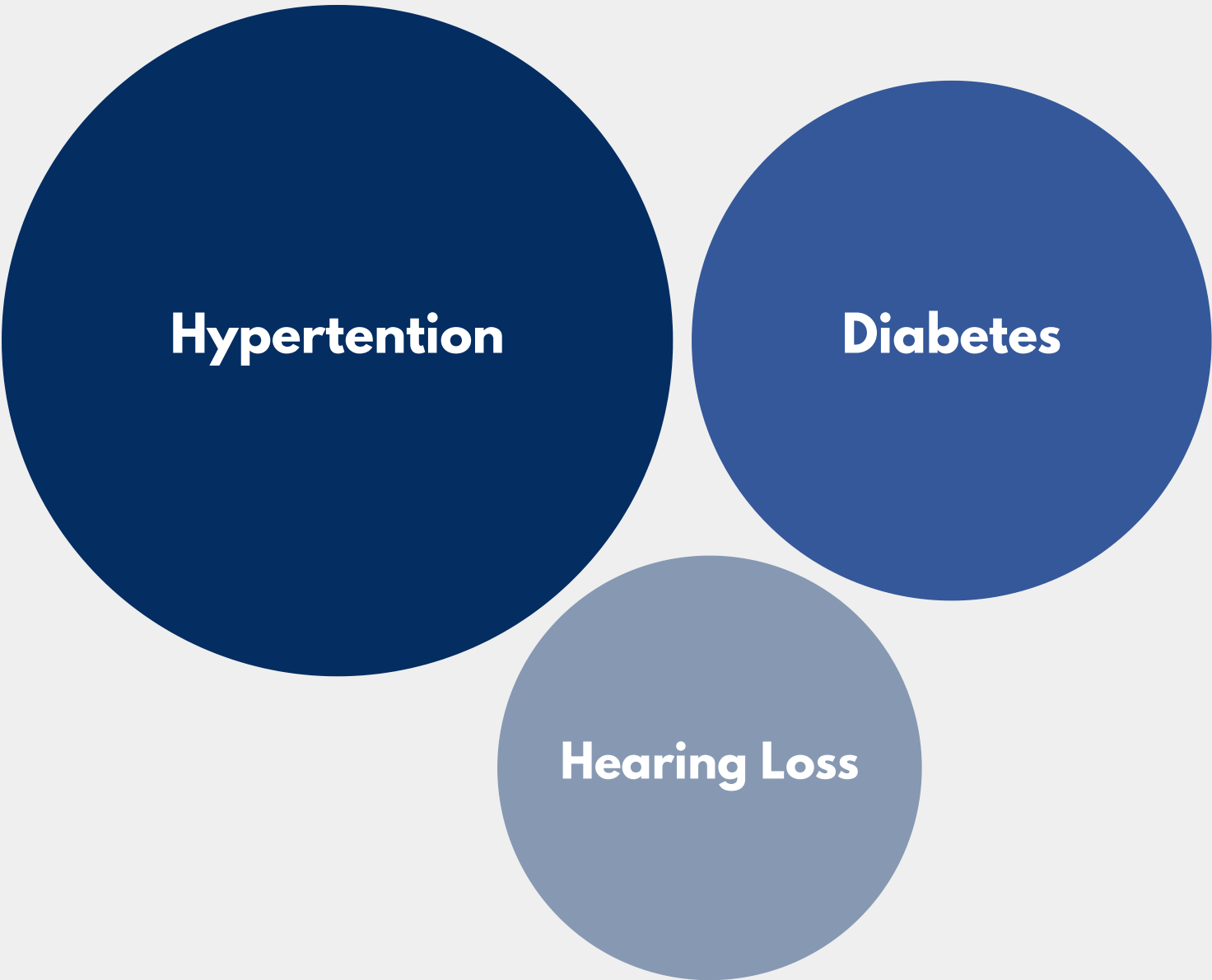
- The aging global population and increasing health awareness among seniors
- Focus on addressing the specific needs of seniors aligns with market trends
- Accessible pricing and targeted distribution strategies,



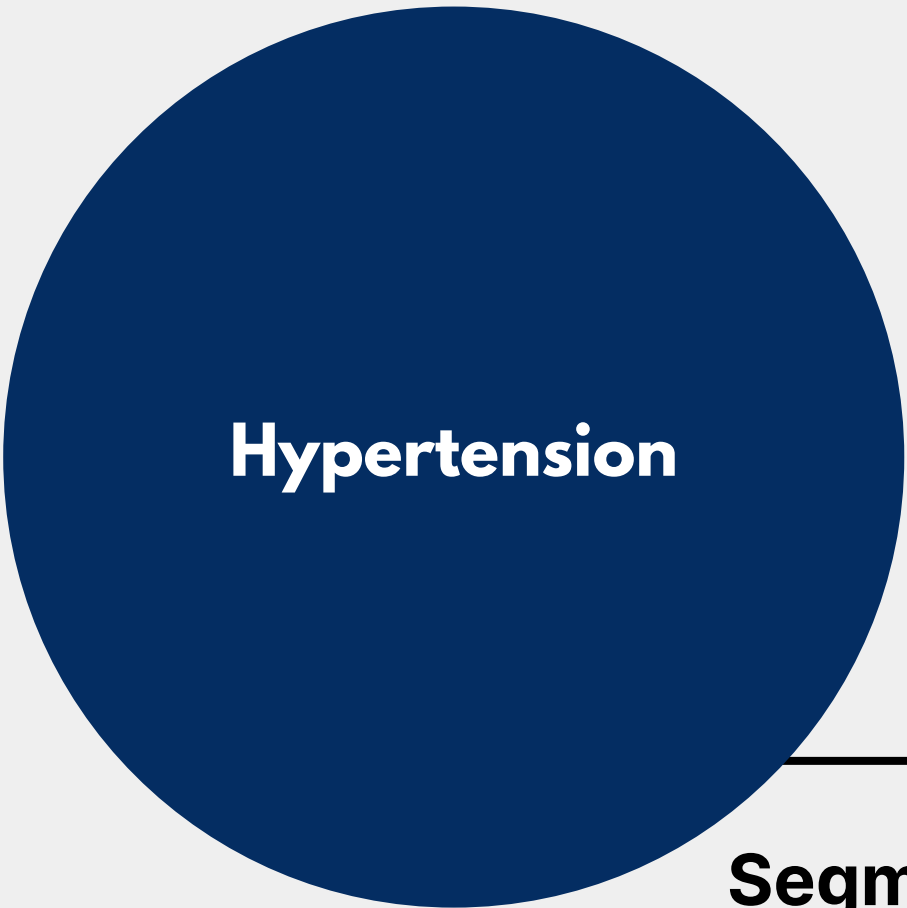
Segmentation

Basis of Segmentation

Based on health conditions like hypertension, hearing loss, diabetes, and insomnia

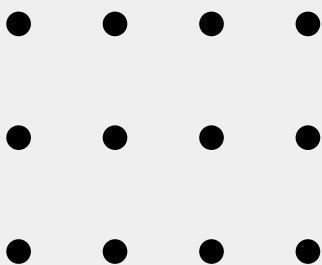


Target Segment



Segment Attractiveness

- Health Priority
- Willingness to invest
- Growing Market
- Metric linked to other health conditions





Product Features

Simplified Interface

A user-friendly design with clear icons and minimal text enables easy navigation, complemented by voice control options for enhanced accessibility.

Fall Detection & SOS

Automatically triggers emergency notifications with GPS location to designated contacts or services, ensuring peace of mind for wearers and caregivers.

Health Monitoring

Tracks vital signs like heart rate, blood pressure, and sleep patterns, facilitating trend analysis and data sharing with healthcare providers.

Activity Tracking

Monitors daily steps, distance, and activity levels, promoting gentle exercise and personalized goal achievement.

Reminders and Alerts

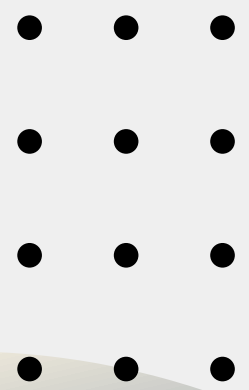
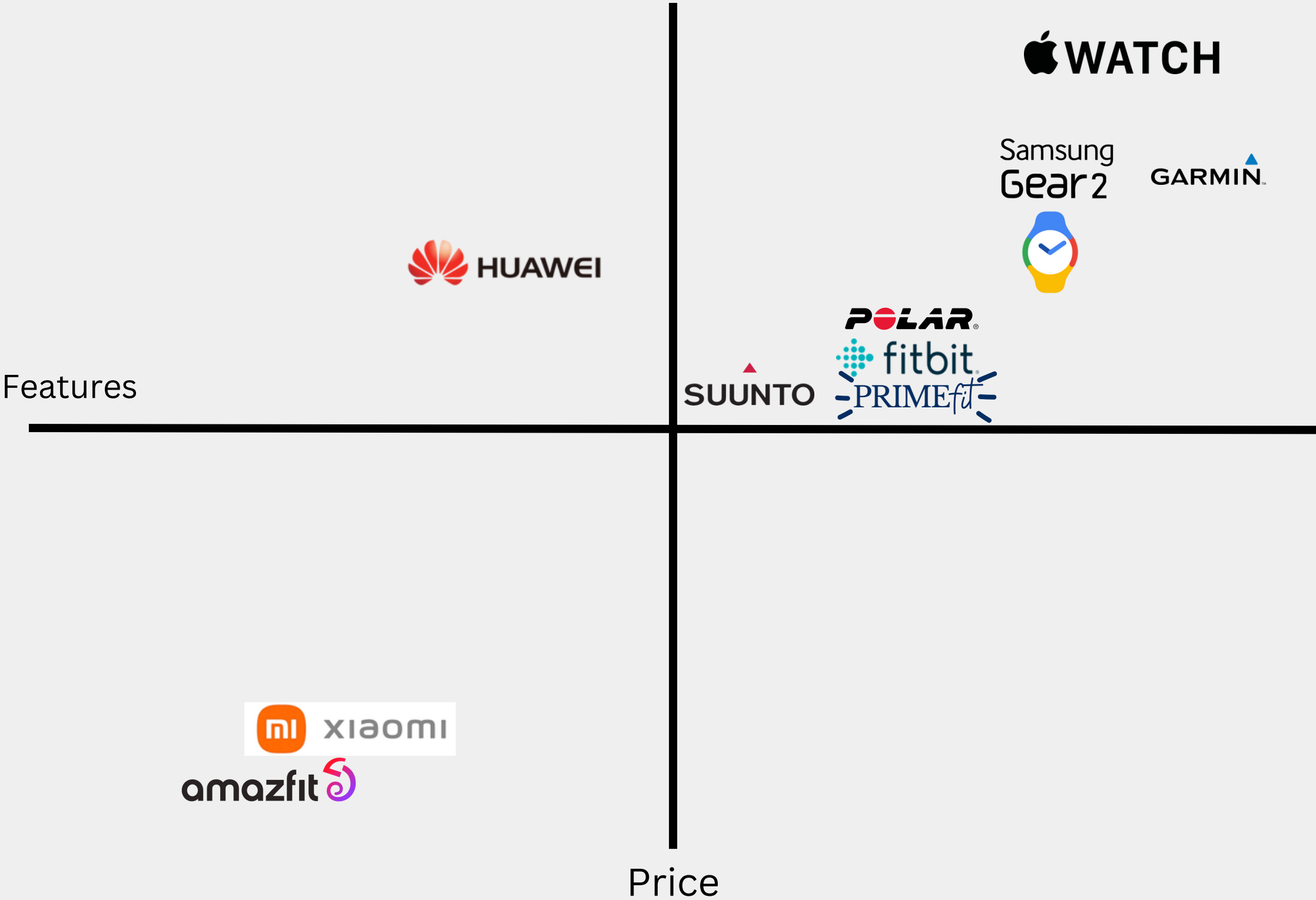
Discreet prompts ensure timely medication intake and adherence to schedules, with customizable alarms for appointments or hydration reminders.

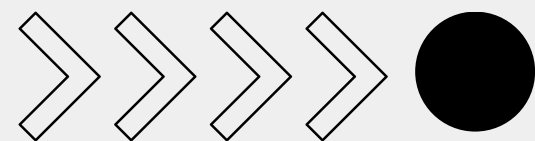
Social Connections

Seamlessly connects to a smartphone app, facilitating video calls or text messages with loved ones to foster social interaction and combat isolation.



Market Position





Slogan

The Future of Healthy Aging

Brand Resonance

Trusty worthy, reliable, user friendly, community support



Differentiation

Focus on elderly specific needs, Community building.

Messaging

Focus on empowerment, ease-of-use and active aging





Print Media

Magazines and Newspapers



Content Hub

Blogs, Articles

Advertising Channels

TV Commercials

Day-time Shows, News



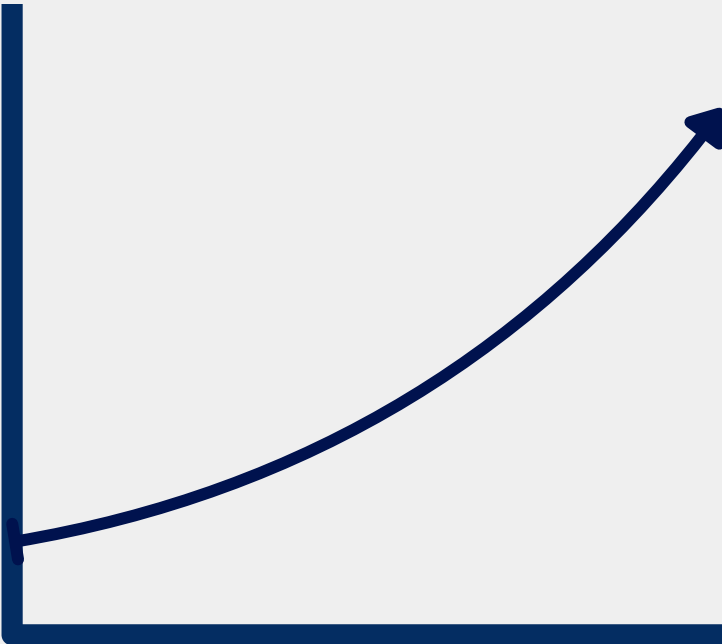
Facebook Ads

Most popular among seniors



Pricing Strategy

Penetrations Pricing



Justification

- High price sensitivity
- Large Adoption Late
- Gain high market share
- Position as market leader



Pricing & Distribution

Selling Price

\$199 Per Unit

Distribution Channels

- Online Retail Platforms
- Specialty Retailer
- B2B Partnerships
- D2C Webiste





PESTLE Analysis

Political

Government programs that support senior healthcare and independent living could incentivize adoption of your smartwatch.

Economic

Consider if your price point aligns with the average disposable income of your target demographic.

Social

As seniors become more comfortable with technology, the acceptance of your smartwatch is likely to increase.

Technological

Continuous improvement in sensor accuracy, battery life, and miniaturization can benefit your smartwatch's capabilities.

Legal

If your smartwatch offers features like remote health monitoring, ensure adherence to relevant telehealth regulations.

Environmental

Promoting healthy living habits through your smartwatch aligns with the growing trend of environmental consciousness and preventative healthcare.



End

Thank you

