**Inventory App Launch Plan**

The Easy Inventory app is an application designed for inventory management. The app allows users to manage their inventory by adding, editing and deleting items. The app itself features logins and new account creations, a grid that displays their current inventory, and functions for managing that inventory. Easy Inventory would be useful for many users but is directed towards companies such as warehouses and storefronts that have many different types of items they offer.

The icon of the app would feature a simple but comprehensive design. The design would showcase a clipart style shipping box that has a “#” sign on the side of it. The box would resemble the inventory item, and the “#” sign would represent the quantity. This simple design would be in a soft white color with a purple background. The simplicity and lightness of the design would be viewed by users as efficient and easy to use. Many reliable apps have very simplistic app icon designs such as Walmart, Amazon, Facebook, etc.

For Android versions, the app will be compatible with Android 9 and higher to ensure it is compatible with the newest devices, features and security protocols.

Necessary permissions for this app would include SMS notification access. The SMS notifications would alert the user for when an inventory item reaches zero. This is a feature that focuses on the comfort of the user. When working in a warehouse or storefront, sometimes tracking inventory items can be difficult and ensuring the user has enough stock is a priority to avoid issues.

As of right now, the app does not have any functionality for supporting ads but in the future, if making money from the app was more of a priority, implementing a One-time payment model would most likely be the next step. A Freemium model for this app would feature non-invasive ads that are displayed on the user’s screen but could affect the productivity of the user. Having a One-time payment model where the user pays up front for the app will allow them to use the app as long as they need it without any ads getting in their way.

Overall, the app focuses on being as simplistic and reliable as possible while having significant functionalities for the user that can allow them to focus on other things. Proper Android version compatibilities, SMS notifications, and a one-time payment model can ensure the user has the tools they need in order to use the app as intended and use it efficiently.