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7-2 Submit Project Three

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# **Inventory App Launch Plan**

The 'Inventory App' is not just another inventory management solution. It's a powerful yet simple tool designed for small businesses and individual sellers, with the potential to revolutionize how they manage their stock. With features like real-time inventory tracking, low stock SMS notifications, categorized item management, price and quantity monitoring, a user-friendly interface for quick updates, and the ability to work entirely offline, it's a game-changer in the market.

Ideal for retail shops, home-based businesses, craft sellers, and anyone who needs to track their product inventory efficiently. The icon will feature a simple, recognizable warehouse or box design with a checkmark overlay, utilizing a blue and white color scheme for professionalism and clarity. The design will be clean, minimalist, and recognizable.

### The 'Inventory App' is designed to be accessible to a wide range of users. It supports a minimum SDK of Android 8.0 **(API level 26)** and a target SDK of Android 14 **(API level 34)**, covering approximately 94% of active Android devices. This ensures that you can utilize modern Android features and security practices, regardless of your device. Supporting Android 8.0 as the minimum version provides a good balance between reach and development complexity.

The 'Inventory App' respects your privacy and will only request the following permissions, all of which are essential for core functionality. *SEND\_SMS* is required for sending low-stock notifications, but it is optional for the user. If permission is not granted, that feature will not be utilized. *READ\_EXTERNAL\_STORAGE* and *WRITE\_EXTERNAL\_STORAGE* are required for importing and exporting inventory data. This is on the roadmap for a future release. All permissions will be requested at runtime, accompanied by clear explanations of why they're needed, following Android's best practices for permission handling.

The monetization strategy for the Inventory app will take a tiered approach. It will follow a freemium model. The free entry tier will be limited to 50 inventory items, with ad banners at the bottom of the screen. There will also be a slower rollout of new features to this tier, with the paid version receiving new features promptly. The Pro Version will offer an unlimited number of inventory items, no advertisements, and data import and export features. A Business Version will also be available with pricing per user. It will include all pro features. In the future, we plan to implement barcode scanning for faster item lookup, and cloud backups will also be available, with multiple copies going back incrementally to protect against data corruption and ransomware attacks. This tiered approach allows users to try the app before committing to a purchase while providing clear value for the paid versions.