SMART Three-Phase Relay Power System/Regulator Marketing Plan

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The overt benefit of our product is really bringing a cheap, efficient three-phase relay to market. Most products on the market currently start at around $1000 and continue to climb in price. The three-phase relay we will be offering will cut the cost in half to around $500. In addition, we will be adding multiple extra features to increase the viability of our design. In addition to the hardware product, regulatory applications for both web and mobile devices will be available to the customer. This is a great benefit to our customers as we plan to achieve great customer satisfaction. Our marketing strategy will allow us to get word out about our company and increase our chances of success.

The reason to believe in our product is our dedication to our users. We have designed this product to be very easy to use and easy to access. Our system will perform to our customers’ expectations. The customer should believe in our dedication to them as developing a strong relationship with our customers is the key to our marketing model. With loyalty and trust in our customer base, we will be able to grow as a company to keep giving our customers a product they can trust to perform to their expectations. By offering a high cost advantage and similar product when compared to other manufacturers, we believe that a market will begin to develop for our company.

The dramatic difference between our product and those others is our modern design idea as well as the cost effectiveness of this design. The customer should care about this as we are taking what is currently available to them on the market and making it our goal to improve upon them for the consumer. By improving on existing products, we can create a price advantage over larger companies and develop a sizeable market for our products. The key reason why the customer should care is that we offer our customers the same products they currently use for a cheaper price. That, coupled with strong business relations and customer support, will provide the customer with the reasons why they should believe in our company and care what we have to offer to them.