**Marketing Research**

* **According to World Health Organization “and other sources like the global disability rights Visual impairment is a significant health problem in the African Region. The major eye conditions include cataracts, uncorrected refractive errors, glaucoma, age-related macular degeneration, corneal opacities, diabetic retinopathy, trachoma and onchocerciasis.**
* **With today’s knowledge and technology, up to 80% of blindness is preventable and treatable. Cost-effective interventions are available for the major causes of avoidable blindness. However, millions of people in the Region remain at risk of visual loss due to the lack of eye-care services.**
* **Approximately 26.3 million people in the African Region have a form of visual impairment. Of these, 20.4 million have low vision and 5.9 million are estimated to be blind. It is estimated that 15.3% of the world's blind population reside in Africa.**
* **Evidence indicates that the magnitude of avoidable blindness caused by communicable diseases like trachoma and onchocerciasis (river blindness) and ophthalmological complications in measles is decreasing, whereas non-communicable age-related eye conditions (e.g. cataract, glaucoma and diabetic retinopathy) are increasing.**

**Customer Profile**

|  |  |
| --- | --- |
| Name | Angel |
| Age | 11 years |
| Gender | male |
| Where you live | Kilimani |
| Occupation | Student |
| Education | Primary |
| Do you play any sports? | Football/Soundball |
| Behavior | Introverted |
| Type of customers | Schools and institution |
| Country | Kenya |
| Market position |  |

* **JigFix product will be located in Ngong road along prestige, a road that is near to Kilimani primary school where they have kids who are visually impaired, we are targeting students between the age of 5-12 years we will provide the puzzle game for them to interact with the able children, since we noticed there is a gap when it comes to interaction with technology for the VI children.**
* **Angel is 11 years he is visually impaired. he is a student at Kilimani primary school his local leisure during recess is playing soundball which is offered once a week or listening to music when he is at home he is mostly teased so he prefers being at school where he belongs.**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 2019 | 2020 | 2021 | 2022 | 2023 |  |
| **Potential customers** | **Growth** |  |  |  |  |  |  |
| Primary schools | 20% | 2,000 | 2,200 | 2,400 | 2,500 | 3,000 |  |
| Organization’s | 20% | 1,550 | 1,670 | 1,850 | 2,000 | 5,000 |  |
| Homes | 15% | 1,000 | 1,222 | 1,375 | 1,000 | 8,000 |  |
| **TOTAL** |  |  |  |  |  |  |  |

* **Imagine how frustrated you would feel if as a parent when your child could hear sounds of other children having fun while playing football and he is there listening to the sound and thinking how much fun other children are having or pressures you to take him to school because he feels he is a misfit at home. These are real issues for children who are visually impaired and we feel we can make a big difference if each visually impaired child can have a JigFix product.**

**Market Analysis**

**No of customer that our business have**

**We tend to target around 150 visually impaired children**

**Support above slide**

**Competitive advantage**

Our competitive edge /advantage is that JigFix will be the ONLY To Sight facility within 50 miles. JigFix will also offer the community a unique new form of entertainment that will also only be found at. The fact that there are no Entertainment for the visually impaired children in Kilimani will give us the unparalleled ability to draw on the overall family entertainment.

|  |  |
| --- | --- |
| **Strength**  Affordable  Diverse- interaction between the visually impaired and visually able child  Accessible  Independency  User/ environment friendly | **Weakness**  High maintenance needed  Difficulty to distribution  Slightly expensive when it comes to repair and Maintenance |
| **Opportunity**  Around 500,000 visually impaired children in Kenya  This tech game for the visually impaired is only in Kenya | **Threat**  Competitor from the big branded company e.g. Lego company  Other companies coming up with the same concept |

* SWOT ANAYLS

**Market position**

Our product is for children who are in their childhood aged between 7-12 years who are visually impaired and who wants a quality game with good replay value that is user friendly. JigFix provides users with a high caliber game with and an option for additional downloads to expand the game. Unlike other games that requires two players in order to play the game JigFix gives the children the option of playing the game alone or with other visually impaired children while matching it with a song when trying to fix the puzzle, our game will create connection where the they will get a chance to interact more with and have fun during leisure time.

**Market Plan**

**Marketing Strategy**

**Grand Opening**

* Prior to actually opening for business, the principals will invite the local media to assemble their own teams to enter a competition of JigFix. This competition will serve several purposes. The media will naturally cover the event. Their enthusiasm for the game will carry over into advertising done on radio, especially when tied to a live remote broadcast. In order to assure that the actual Grand Opening gathers the desired attention of the community, the plan calls for 100,000 to be spent on advertising for a two-week period before the Grand Opening.
* JigFix will work people who will do a field work to advertise our product to be sure that it has live remotes going on during the Grand Opening.
* We will seek promotional trade consideration with the schools for visual impaired, whereby headteacher will receive one game package for the students to try out.
* For example, the first 2 players will receive the game kit for completing it successfully he/she will have the chance to take the game at home and play during his/her leisure. These types of promotional trades are routinely done in the local market. JigFix will take advantage of these inexpensive ways to get its name out in the community.
* JigFix will also take advantage of a marketing package that is provided by Gearbox, the supplier of the JigFix equipment. This package describes the steps to take to assure that a well-executed grand opening program will leverage publicity to obtain extensive free advertising.
* The approach is to exploit our product in new and innovate way.
* A key objective is arranging live coverage by a local TV news show in which representative targeted customers are interviewed while they are enjoying the excitement.

**Target Market Segment Strategy**

* JigFix will be promoted in such a way as to maximize the efficiency of its advertising shilling. JigFix provides customer-tracking software to monitor key demographics. This enables a more efficient targeting of the local market.
* The computerized tracking will enable management to generate mailing lists to its customer base or any part -- for example, customers who play an average of 6 or more times a month.
* Direct mail to these customers will prove to be extremely efficient revenue generators. Customer loyalty will be developed through JigFix unique Membership Programs. In addition to saving on daily rates, annual members get a membership card with a special coded button device containing a computer chip. The "button" gives them access to statistics on their personal performance history.
* JigFix has the elite, Role-Playing Membership with programmable buttons. These buttons entitle the player to special game enhancements and records a code name of their choice such as Ultraman, Nemesis, JigFix will be promoted as a fun product that will enable visually impaired to interact with technology when playing the game

**Service Business Analysis**

* There are few entertainment that will compete for the same target market as JigFix product. Among the entertainment choices for children who are visually impaired there are entertainment games such as the lego braille brick, goalfix goalball and showdown table tennis mostly found in USA.

**Pricing**

JigFix will initially have free to sample and will include one track. First ten customers to purchase the product will have a discount will be priced at Ksh 1,500 for whole package and Ksh 250 for each additional two songs. This price point was chosen because previous studies have shown that the other games played all have sound the average around shilling.

**Sales tactics**

**Through online marketing** -

**Website** -

1. **Brochure** - **Brochures** Are Easy to Distribute. Since we will be in groups we tend to distribute our all over Kilimani Ngong road
2. Are Cost Effective –they are quite cut cost since its quite affordable to
3. Build Trust – it builds trust between you and the customer since you’ll be directly in contact
4. Hold Lots of Information – as much the brochure is small it gathers detailed information and that our main plan
5. Personalize Your Business
6. Establish Your Business's Authority

**Word Of Mouth** –Word of mouth (WOM) spreads fast in the market since our main customer target are the parents. We tend to spread about our products with WOM and will launch WOM within this market. Managing the ongoing word-of-mouth advertising campaign will involve rewarding players for bringing in friends, but the most effective approach is to keep the game exciting and the staff responsive to the patrons.

Keeping the games interesting requires that the puzzle have a sound incorporated so that when the player correctly places the the Jigsaw in the correct spot a voice will come out saying “yay congrats you can move to the next step” but if has been incorrectly placed it will say “sorry try again” the puzzle itself will be rearranged so that players can be to curious to know what they are solving when they touch. Keeping the staff responsive requires ongoing staff reminder training that emphasizes their key role in the customer’s entertainment experience.

**Advertising**

**Social media**

**Twitter -**

**LinkedIn -**

**Facebook -**

**Instagram –**

**Handing out flyers**

**Promotion**

Offering discount

Giving them a sample to test the product

Our company website will feature blog posts and updates about the game as they happen. The overall great quality of game will be the driving factor in the acceptance of the game across other gaming. JigFix will be sent to be reviewed by mobile game review websites before the initial release to generate interest. Banner ads will also be placed on urban art websites and game website the month before and after the release of the product. Further information for the game will be given in press releases. The YouTube videos will show demos of the game being played on multiple difficulties. A demo of the game will be uploaded to YouTube as soon as a demo is available to create early interest.

**Image and packaging**

Touch to sight will look to brand the company as being on the cutting edge of hardware gaming technology. All art for our website and advertisements will be created individually to look urban and high tech. Our game will hopefully brand the company as a quality producer of visually impaired games. However, the branding of the game is far more important than the actual branding of the company. Our advertisements for JigFix product will use lots of colors to attract attention and will be in graffiti style. Advertisements will brand the game as a new type of game combining music and art, and something that gamers have never experienced before. Our slogan will be “A Jig puzzle fix,” will seek to reinforce this. Our Website will contain videos for demos of the game, will show the game as being fun. We would like to brand the game as being fun because of the target market we are trying to capture. If the game is seen as too easy there is the potential that it would turn away the casual that make up our target market.

**Sales distribution**

JigFix product will be sold online customer can visit our site and purchase the product will be delivered from house and will be charged depending on the location or the customer can visit our shop to get the purchase game product. In our recent survey we got to find out that there is no game shops for visually impaired a game like lego braille a Danish toy production we found out they distribute their product

**Sales strategy**

JigFix will provide a venue in which the entire family can enjoy their leisure time, participating in a competitive sport that requires minimum strength and athletic ability. The light exercise will help improve their health, and they will experience a clean facility where the service is the best in the industry, at a fair price.

We will initially set our game prices at 500 per player; the average price will be Ksh 350 a game, after coupons and specials. This will be an opportunity for us since the product is quite unique price for the Kilimani residents ,Ngong Road. We will have a discount coupons will be offered through JigFix first customer. The average membership fee is the result of an anticipated repeat play by the customers on any given day. The basis for this number was the history of existing Jig Fix locations in the country.

**Peripherals.** The game prices will be set so as to be consistent with the competition. Their range will generally be $0.50 per game. Their price will be consistent with area prices and will generally range from 1000 to 1500 per item. These are expected to range in price from 3,500 to 5,000

**Overall marketing goal**

The big goal, is getting our game product to be supplied all over Kenya. Once there, it gains self-sustaining momentum. Getting our game to be known country wide as the top game for the visually impaired will be the goal of our promotion.

**Strategy and Implementation Summary**

Customer service is paramount in the JigFix business. The starting point to accomplishing this is to have a trained and motivated staff that enjoys working directly with the public. It is always easier to please your customers when the facility is spotless and all of the equipment is in proper working order.

The center will establish community involvement to demonstrate how the business will contribute to a better quality of life. Community projects using the JigFix facility will be developed to help civic groups obtain their financial goals. School, Institutions, and other groups will be welcomed for tours of JigFix when advertising our products.

**Management**

**Organizational Structure**

The team includes 4 employees, with 3 management/administrative positions and 3 technical/project positions. The employee breakdown is:

• Chief Execuctive Officer

• CTO/Product Owner

• COO / H/ware designer

• Designer/Creative Lead