App Launch Plan

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**Inventory Management App**

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# 1. App Description and Icon Design

The Inventory Management App is a mobile application designed to help businesses and individuals track inventory efficiently. The app includes secure user authentication, inventory organization, and low-stock SMS notifications.

**Key Features:**

* Secure Login: User authentication before accessing inventory data.
* Inventory Management Dashboard: Add, update, and remove items easily.
* Low-Stock Alerts: Automated SMS notifications when stock is running low.
* User-Friendly Interface: Clean UI designed for efficiency.

App Icon Design: The icon will feature a barcode or storage box with a purple color scheme, representing efficiency and inventory tracking.

# 2. Supported Android Versions

* Minimum Android Version: Android 11 (SDK 30)
* Target Android Version: Android 14 (SDK 35)
* The app is optimized for modern security and performance standards, ensuring compatibility with newer Android versions while maintaining functionality on older, widely used devices.

# 3. Required Permissions

The app requires the following permissions:

* SEND\_SMS: For sending low-stock SMS alerts.

**Permissions Not Included:**

* RECORD\_AUDIO, CAMERA, LOCATION – These are not required and will not be included.

# 4. Monetization Strategy

The app will follow a freemium model, allowing users to access basic features for free, with an optional premium version for additional capabilities.

# Pricing Model:

1. Free Version: Includes inventory tracking and SMS notifications.
2. Premium Version ($4.99 one-time or $2.99/month):
   * Advanced reporting
   * Cloud backup (future feature)
   * Multi-user role-based access

**Advertisement Strategy:**

* Free Version: Contains small, non-intrusive banner ads.
* Premium Version: Completely ad-free.

# 5. Marketing and Deployment Strategy

**Pre-Launch Activities:**

* Conduct beta testing to identify and fix potential issues.
* Optimize the Google Play Store listing with keywords and engaging visuals.
* Develop a landing page and social media promotions.

**Post-Launch Strategy:**

* Gather user feedback and provide updates.
* Offer customer support through FAQs and helpdesk.
* Maintain regular updates for new Android versions.

# 6. Future Enhancements

* Cloud-Based Inventory Management: To allow multi-device synchronization.
* AI-Based Stock Predictions: Help users optimize inventory planning.
* iOS Version: Expanding to other platforms.

# 7. Conclusion

The Inventory Management App is designed to provide an efficient and intuitive inventory tracking experience. By implementing a well-defined launch strategy, optimizing user experience, and planning for future scalability, the app aims to be a valuable solution for businesses and individuals alike.