Technopreneurship
Project

LASER TECHNOLOGY
(VIRTUAL KEYBOARD)

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Defense Date

Marketing Strategies

Our marketing strategy will be focused on further improving our product and services and also giving right services to our customers. We will make sure that our products and services will be a great help for our consumers and they will be able to purchase it at an affordable and right price also taking into consideration our target market which is students. One of our vision is innovating our main product, adding more features and taking down problems that we encounter. We will ensure that our company will focus on our product and services for our dear costumers.

Direct Competitor

Indirect competitors
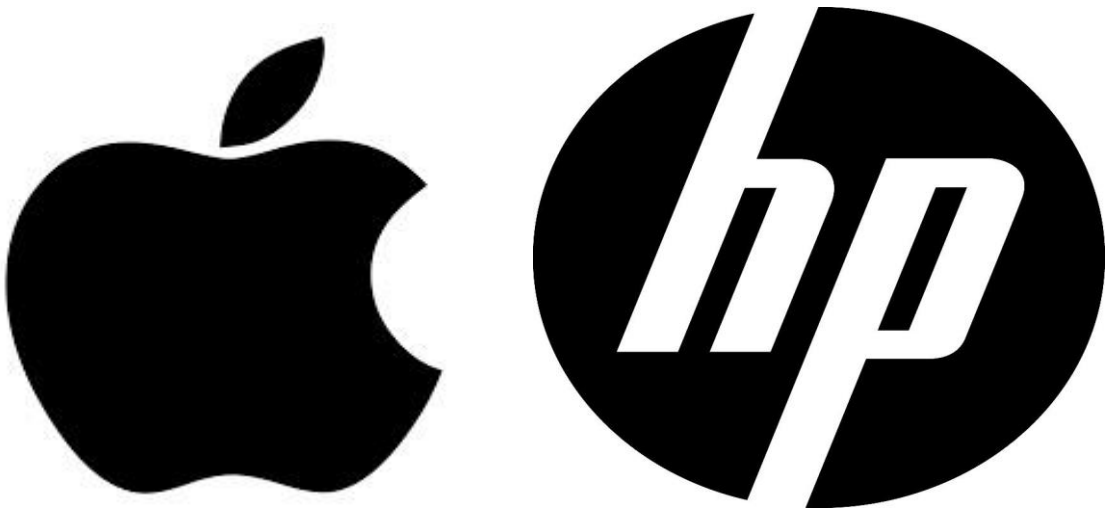
Smart Marketing

Specific - we want our product to help students and android users and to further improve it in the near future

Measurable **-** when our product are used by variety of customers not just our target market

Attainable - it is realistic by doing some advertising, getting some investors and showing that our product can really help.

Relevant - our company wants to develop other products that can reduce the effort of the user that will use it .

Time bound - in the next three years we will achieve our goals

SWOT Analysis

STRENGTHS

Unique - our product is a unique alternative to the actual keyboard and has a lot of advantages to our competitors.

Management - our current team is dedicated, committed, disciplined, and has different expertise when it comes to our specific industry.

Customer - we are always ready to respond quickly as we have no higher management to get approval

Product - our product can adapt to the latest technology and focus on how we can improve it.

WEAKNESS

New - our company has only little presence and reputation

Staff - small staff

OPPORTUNITIES

Competitors - most of our target market doesn't have desktop and laptops

Product - our product has a lot of advantages vs. our competitors

New - most of customers are willing to try something unique

New products and services - our company are willing to provide new products or services that can surely help our customers.

THREATS

Price - sudden increase on price of the materials needed to make our product also lack of supply may occur

Campaign - expensive marketing campaign, famous brand names

Laser or the virtual keyboard is referred to a device or a technology that allows a user to enter characters. It can be operated by touchscreen, mouse, and keyboard projected on the surface by laser. Virtual keyboard is a software component and is

Widely used by devices which have no physical keyboard such as personal digital assistant (PDA), touch screen equipped smartphones and others. The virtual keyboard provides a handy substitute while working.

The factors driving the growth of the virtual keyboard market include increasing adoption of innovative technology equipped with user friendly software and rising demand for touchscreen equipped devices. Further, on screen virtual keyboard by technology has the dominating segment in overall virtual keyboard segments and is expected to continue its dominance over the forecast period owing to growing use of on-screen virtual keyboard in automated teller machines, manufacturing machines, advanced automotive dashboards and others. Apart from this, telecom and IT sector by end user segment has been the leading segment owing to growing number of smart devices all across the globe.

The factors propelling the growth of the virtual keyboard market in this region along with rapid urbanization and growing number of devices equipped with virtual keypads.

Target Market Profile

Target Audience: Students, Android Users **Demographics:**

Target market: Students, Smartphone Users

Key demographics

Age: Six and above

Gender: Male, Female

Key psychographics
- Likes to spend some time on using electronic devices
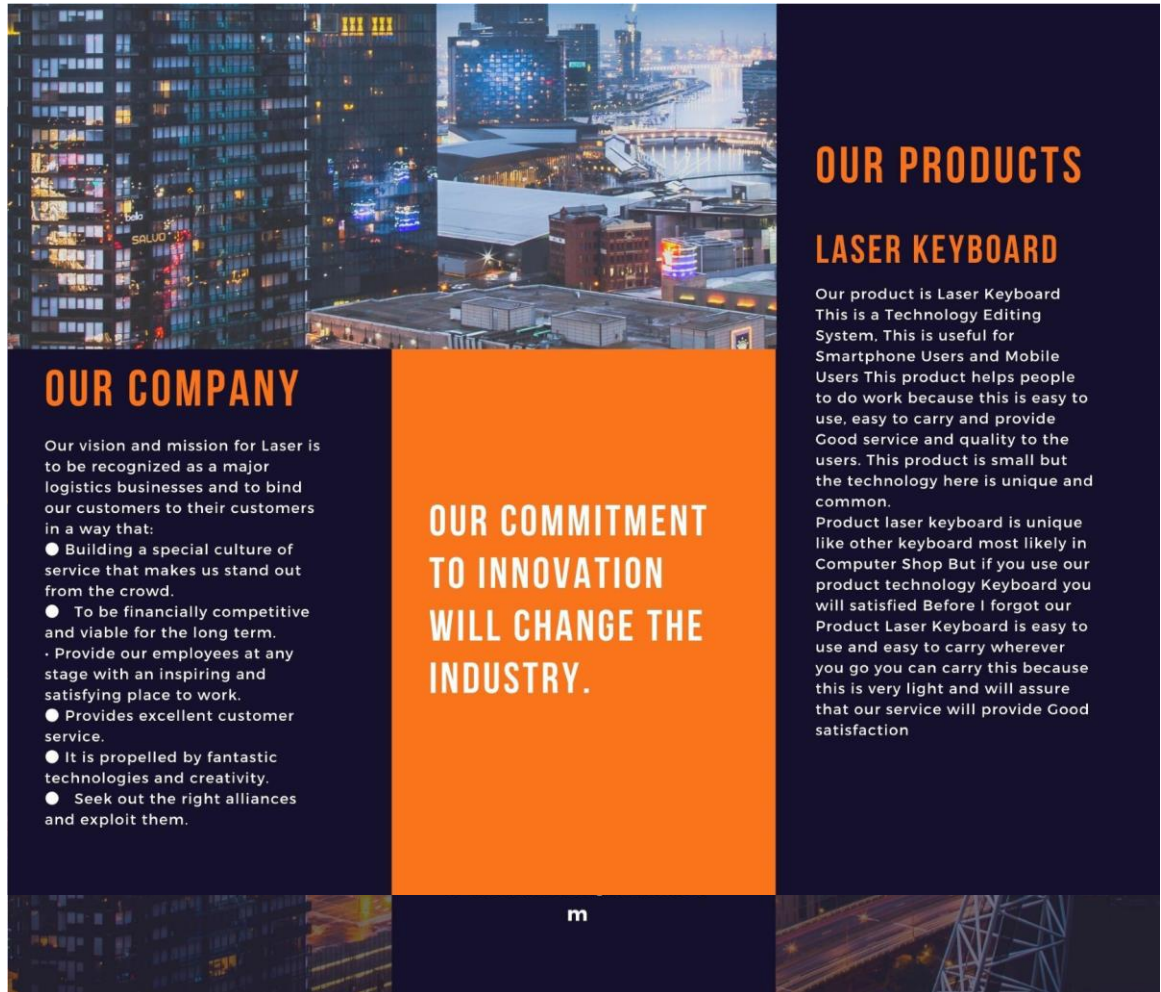
- Likes to save when buying

- Enjoy using unique things

Challenges

- Find it difficult to use new devices

- Immediate improvements on the product

Pricing

P500 - P1000

OUR COMPANY

Our vision and mission for Laser is to be recognized as a major logistics businesses and to bind our customers to their customers in a way that:
● Building a special culture of service that makes us stand out from the crowd.
●   To be financially competitive and viable for the long term.
· Provide our employees at any stage with an inspiring and satisfying place to work.
● Provides excellent customer service.
● It is propelled by fantastic technologies and creativity.
●   Seek out the right alliances and exploit them.

OUR COMMITMENT TO INNOVATION WILL CHANGE THE INDUSTRY.

OUR PRODUCTS

LASER KEYBOARD

Our product is Laser Keyboard This is a Technology Editing System, This is useful for Smartphone Users and Mobile Users This product helps people to do work because this is easy to use, easy to carry and provide Good service and quality to the users. This product is small but the technology here is unique and common.
Product laser keyboard is unique like other keyboard most likely in Computer Shop But if you use our product technology Keyboard you will satisfied Before I forgot our Product Laser Keyboard is easy to use and easy to carry wherever you go you can carry this because this is very light and will assure that our service will provide Good satisfaction

Advertising Gantt chart

Task Name	MARCH				APRIL			
	W1	W2	W3	W4	W1	W2	W3	W4
Executive Summary								
Background of the Business Venture								
Mission and Vision								
Marketing Strategies								
SWOT Analysis								
Target Make Profile								
Marketing Strategy								
Target Market								
Advertising								