**Application Launch Plan**

**App Description and Icon:**

The app is an Inventory Management System designed to help users efficiently track and manage their inventory items. The app allows users to add, update, and delete items from their inventory, as well as set up SMS notifications for low stock alerts. The icon for the app will be a simple, modern image of a warehouse box or storage bin with a checkmark, representing both inventory and organization.

**Supported Android Versions:**

The app will support Android versions from Android 5.0 (Lollipop, API level 21) up to the latest Android version. This ensures a broad range of compatibility, covering older devices while incorporating features from newer versions. Special attention will be given to ensuring the app runs smoothly on Android 12 (API level 31) and Android 13 (API level 33), leveraging modern UI components and security practices introduced in these versions.

**Permissions:**

The app will request the following permissions:

- **SEND\_SMS:** Required to send SMS notifications for low inventory alerts.

- **INTERNET:** If future updates include cloud backup or synchronization features, this permission may be requested.

- **READ\_EXTERNAL\_STORAGE** and **WRITE\_EXTERNAL\_STORAGE:** These permissions might be needed for backup and import/export features.

All requested permissions are essential to the app’s functionality. No unnecessary permissions (e.g., recording audio) will be included in the manifest.

**Monetization Plan:**

The app will follow a freemium model:

- **Free Version:** Includes all basic inventory management features, but with a limit on the number of items that can be managed.

- **Premium Version:** Available as a one-time in-app purchase to remove item limits and unlock advanced features such as cloud sync, detailed analytics, and priority support. Ads will be included in the free version but removed upon upgrading to the premium version.

**Launch Strategy:**

1. **Beta Testing:** A closed beta phase will be conducted to gather user feedback and identify any remaining bugs. Selected testers will be invited to try the app and provide feedback.

2. **Marketing and Promotion:** Pre-launch marketing efforts will include setting up a landing page, creating social media accounts, and launching targeted ads. The app will be promoted as a must-have tool for small business owners, warehouse managers, and individuals looking to organize their personal inventory.

3. **App Store Submission:** The app will be submitted to both the Google Play Store and alternative app stores. An optimized app store listing will be created with keyword-rich descriptions, high-quality screenshots, and an engaging video preview.

4. **Post-Launch Updates:** Regular updates will be planned to introduce new features, improve user experience, and maintain compatibility with the latest Android versions. User feedback will be monitored closely to guide future development.