

Sub-Specs

Product:

My product is Sub-Specs, a pair of glasses that provide subtitles on the lens to the person wearing them when someone speaks to them. These glasses use voice recognition technology to transcribe speech and display it on the lenses in real time. Also, these glasses can translate a different language to the owner's language in subtitles. This product solves the problem of communication barriers between individuals who speak different languages or have hearing impairments. The height of the glasses is approximately 2 inches, while the width is around 5.5 inches. The length of the glasses is approximately 6.5 inches, and they weigh around 2.5 ounces. The glasses are black with a sleek and modern design, with a lightweight frame that makes them comfortable to wear for long periods of time. The small microphone and technology that gives it power is built on the right side of the frame, which is lightweight and does not take away from the comfortability. The frame is made of carbon fiber and stainless steel, which ensures longevity and resistance to wear and tear. The high-tech lenses that enable them to show the subtitles to the user are made of high-quality polycarbonate material.

Price:

Penetration pricing would be the best pricing strategy for this product. Since the market for this product would be brand new, it will be important to attract customers with an affordable price point. By offering Sub-Specs at a lower price point, it can encourage more people to try the product, which can increase sales and brand awareness. As the product gains popularity and receives technological advances, the price can increase to ensure a reasonable profit margin.

Price per unit: \$499 Qty: 100 Service Revenue: \$49,900

Monthly Expenses	
Labor	\$12,500
Technology	\$10,000
Raw Materials	\$5,000
Insurance	\$500
Research	\$417
Wholesaler	\$8,500
Marketing	\$3,000
Total Monthly Expenses:	\$39,917
Profit:	\$9,983

Place:

The product will be sold on the Sub-Specs website, and later in retailers. The frames for the glasses will be manufactured by a company called "FrameWorks" based in Los Angeles, California. The company has a state-of-the-art manufacturing facility that produces high-quality frames made of carbon fiber and stainless steel. The frames will be shipped in bulk to the tech

company's headquarters, located in Seattle, Washington. The tech company, called "JWTech," will install the voice recognition technology and translation software into the frames and make the lenses. JWTech specializes in creating innovative wearable technology solutions and has a team of engineers and software developers who work on the product development.

The product will begin marketing in February 2025 and release in May 2025.

Once the glasses are ready, they will be shipped to the company's distribution center located in Houston, TX. The glasses will be available for purchase through the company's website, and later on through retailers across the U.S.

Promotion:

The target market for these glasses would be individuals who have difficulty hearing or understanding spoken language, such as those who are hard of hearing, deaf, or have auditory processing disorders. The glasses would also appeal to individuals who travel frequently or have regular interactions with people who speak a different language. The product would be ideal for tourists, business travelers, and individuals who work in international settings. Additionally, the glasses would be useful for language learners who want to improve their listening comprehension skills.

Sub-Specs will be promoted through Instagram advertising and influencer marketing. Partnering with influential bloggers or social media people who are interested in technology, travel, and language learning.