

eznect

Easy to Use || Improved Connectivity || Centralized

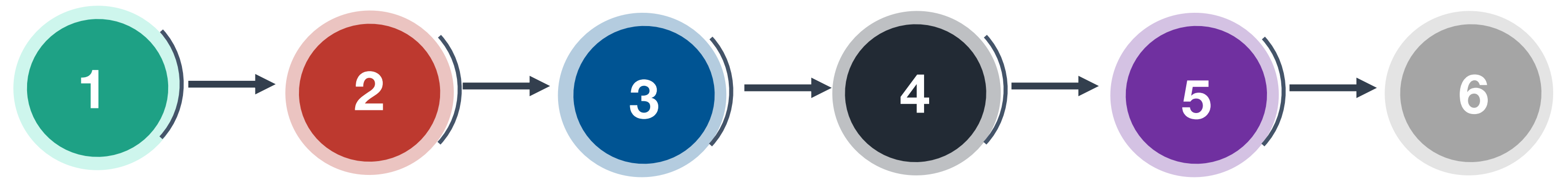
New Product Development

Fall 2019

Final Project: Presentation

eznect: Easy to Connect

Overview



1 | Business Case

- 1.1 Problem Statement
- 1.2 Product Aims to Solve
- 1.3 NPC & Goals
- 1.4 Industry & Market
- 1.5. Segmentation Goals

2 | Opportunity Identification

- 2.1 Need for the product
- 2.2 Positioning Goals
- 2.3 Opportunity Identification & Selection

3 | Concept Generation

- 3.1 Concept Generation
 - Product strategy
- 3.2 Product Design
 - Concept Design
 - SolidWorks 3D Model
 - Technical
- 3.3 Design of Product
 - Design for the ease of use

4 | Concept Evaluation

- A-T-A-R Analysis

5 | Development

- Technical
- Marketing

6 | Launch

7 | SWOT Analysis

- SWOT Analysis
- Risk Analysis- other factors

1. Problem Statement

“In the world of advancements where Internet of Things has connected everything and everybody, we still carry 2 to 3 devices for our daily work”.

Deloitte.
Insights

Problem Statement

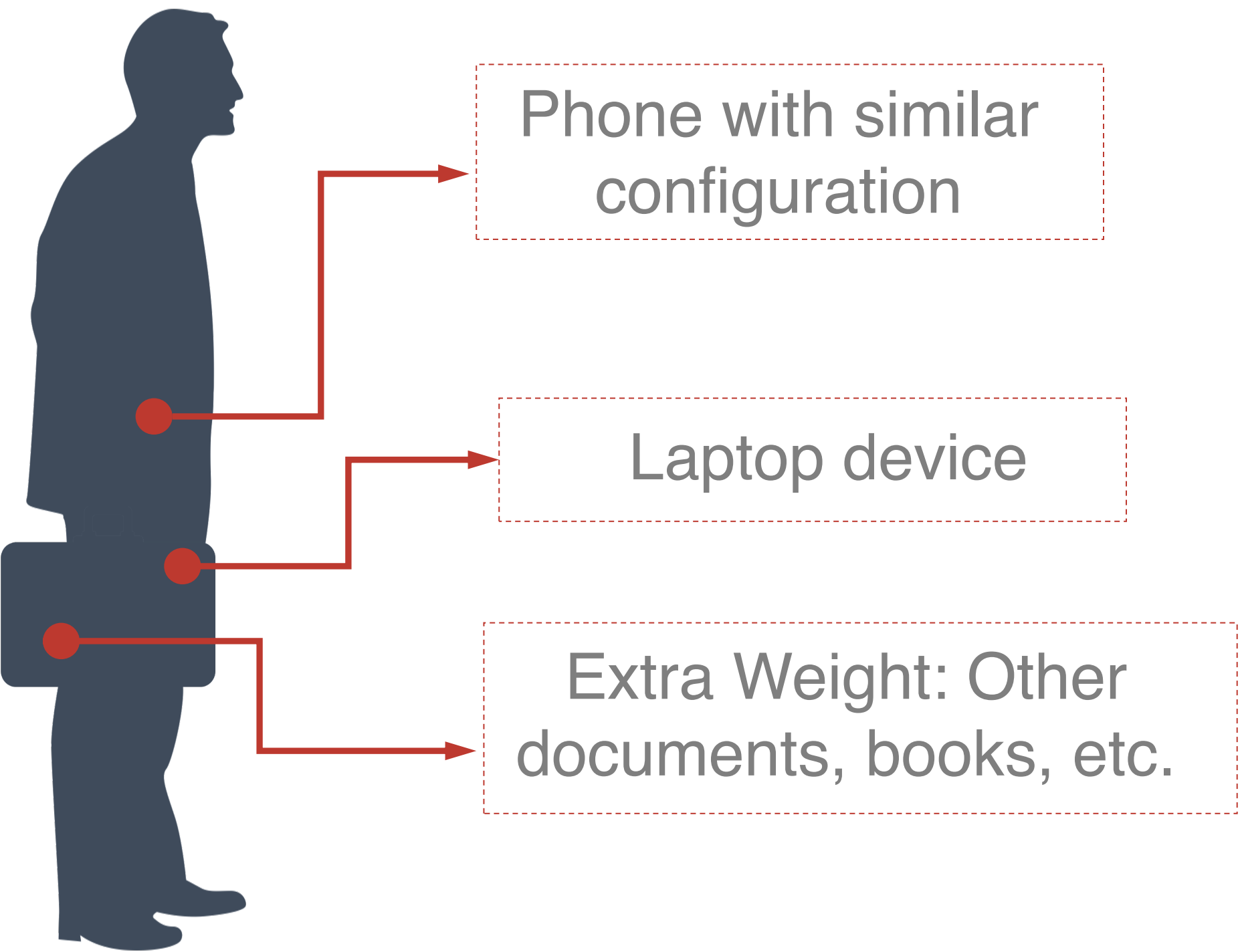
- Similar configuration but different devices
- Extra cost for each products
- Decentralized data without internet
- Lack of affordability to niche market

Solution:

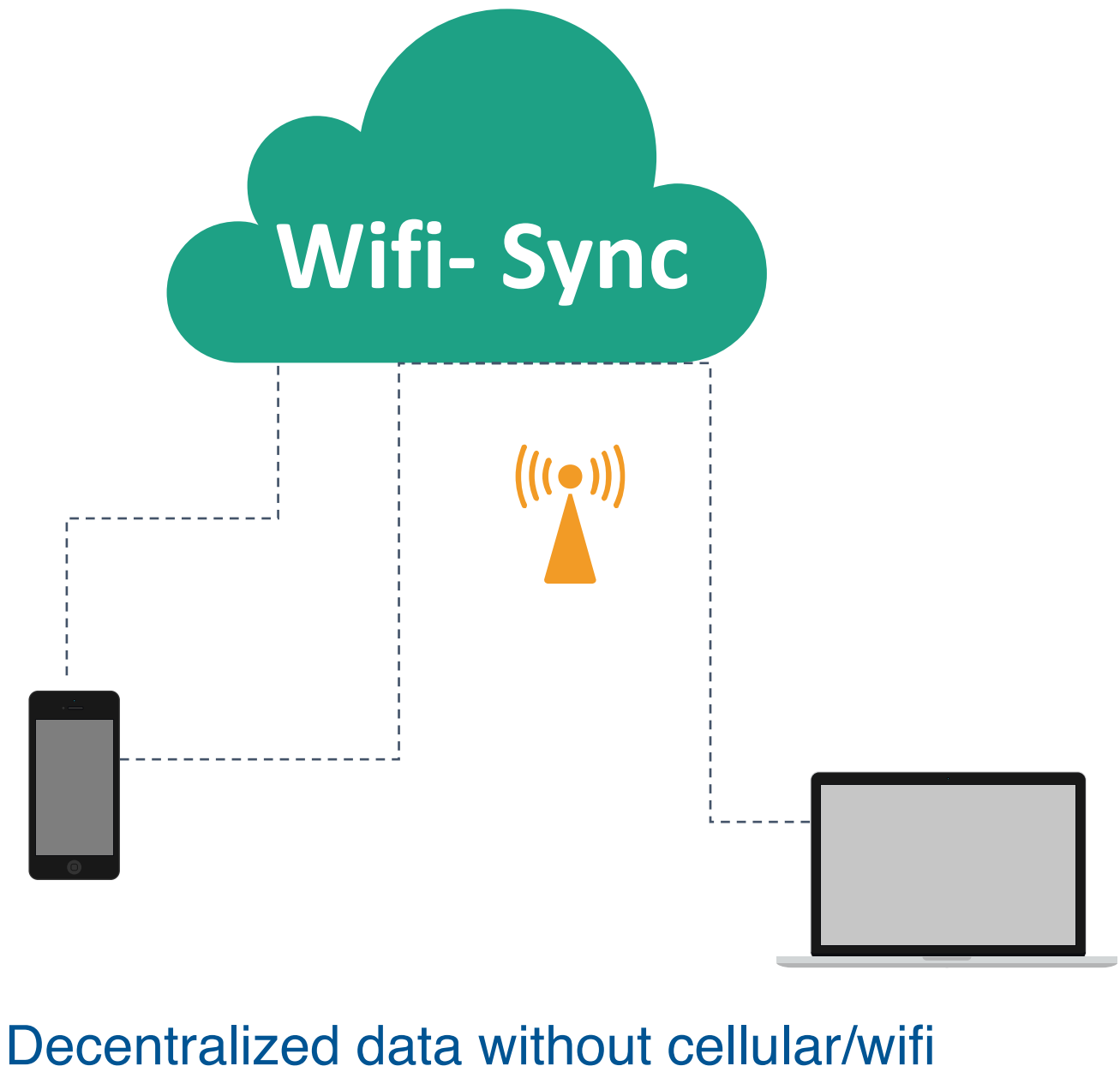
- Combine & Minimalize technology for the ease of people & lower cost

2. Opportunity Identification

#Problem1



#Problem2



#Problem3



NPC
Goals

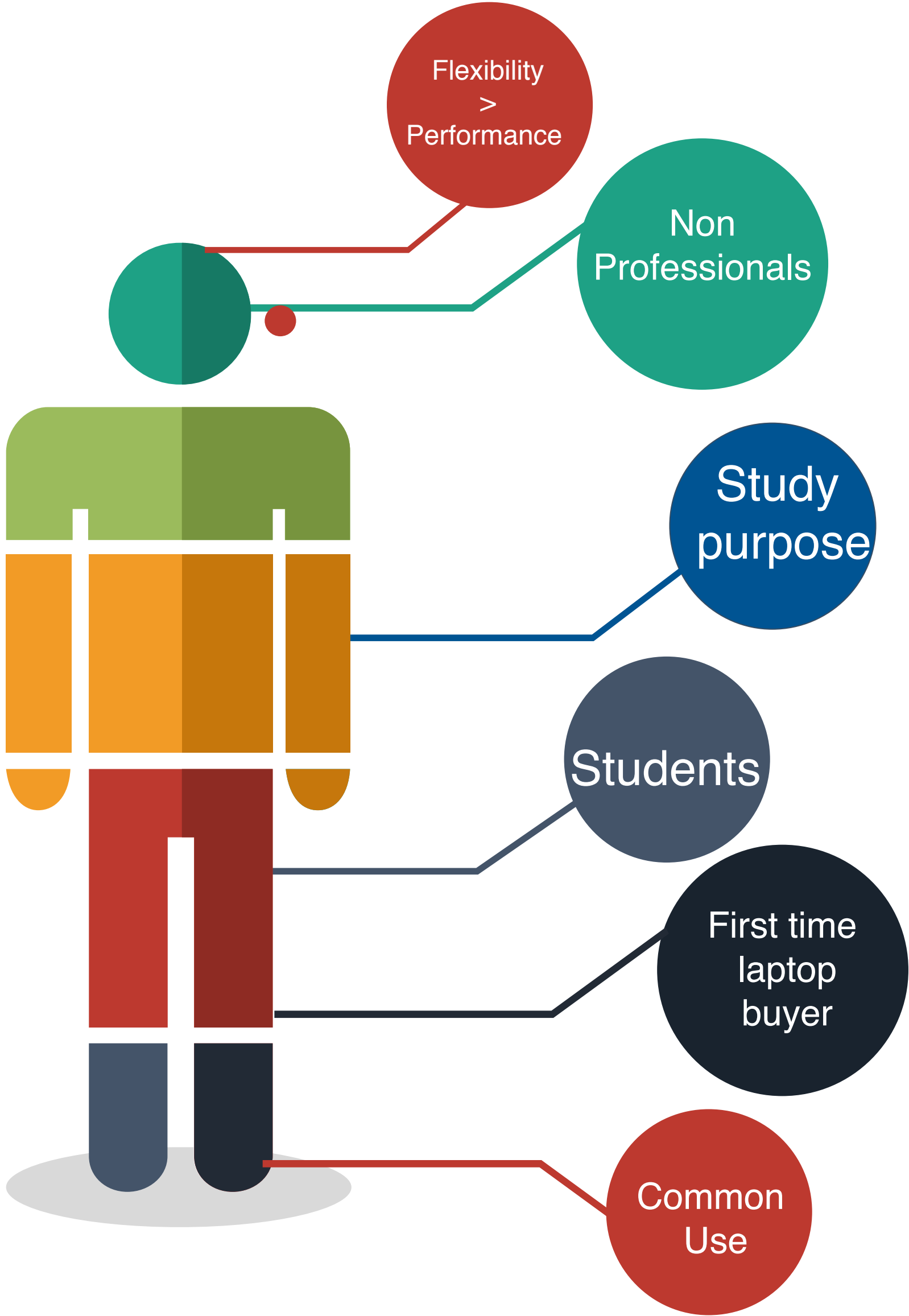
Microsoft
(Assumption)

flanker
brand

New to the World

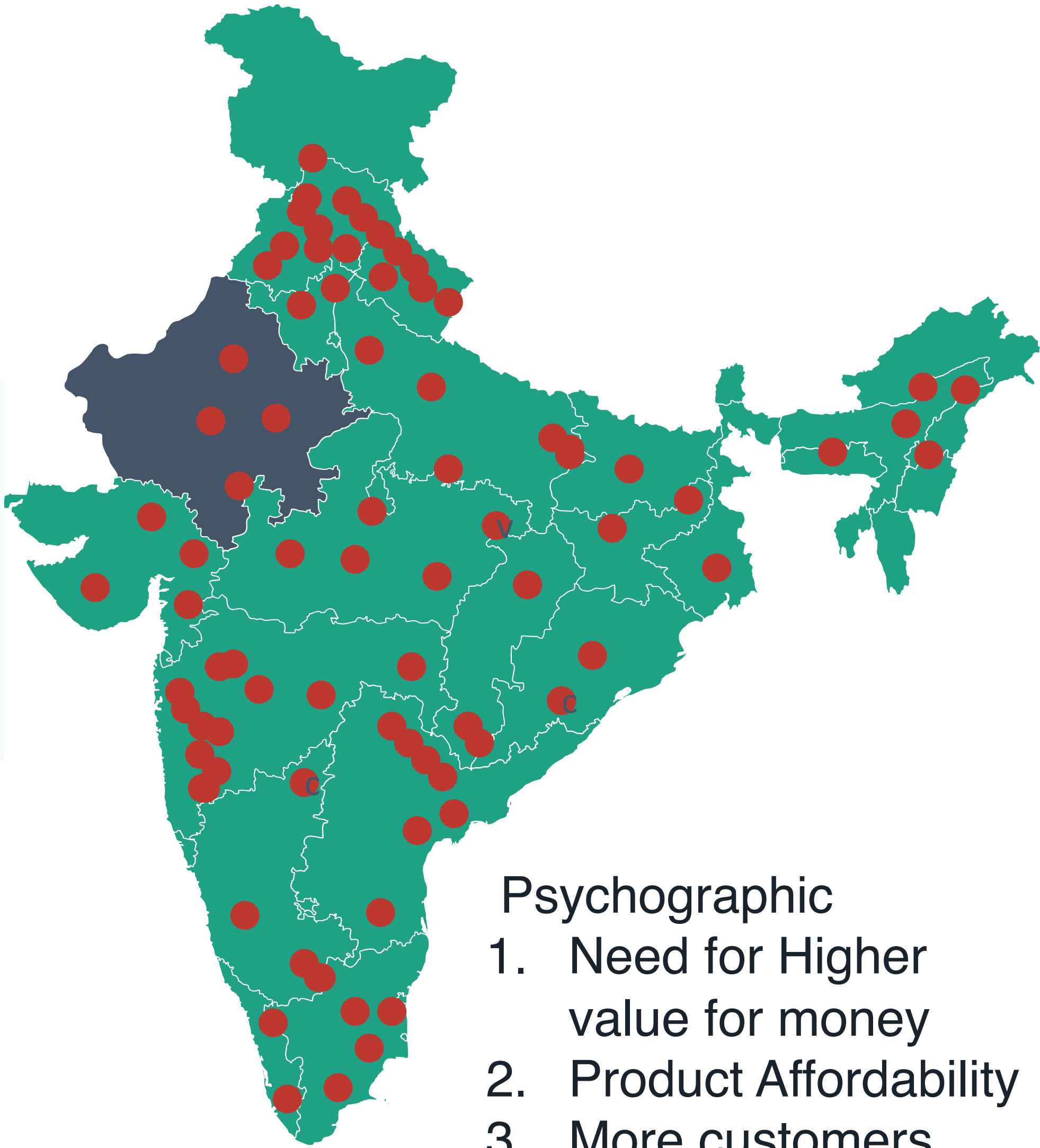
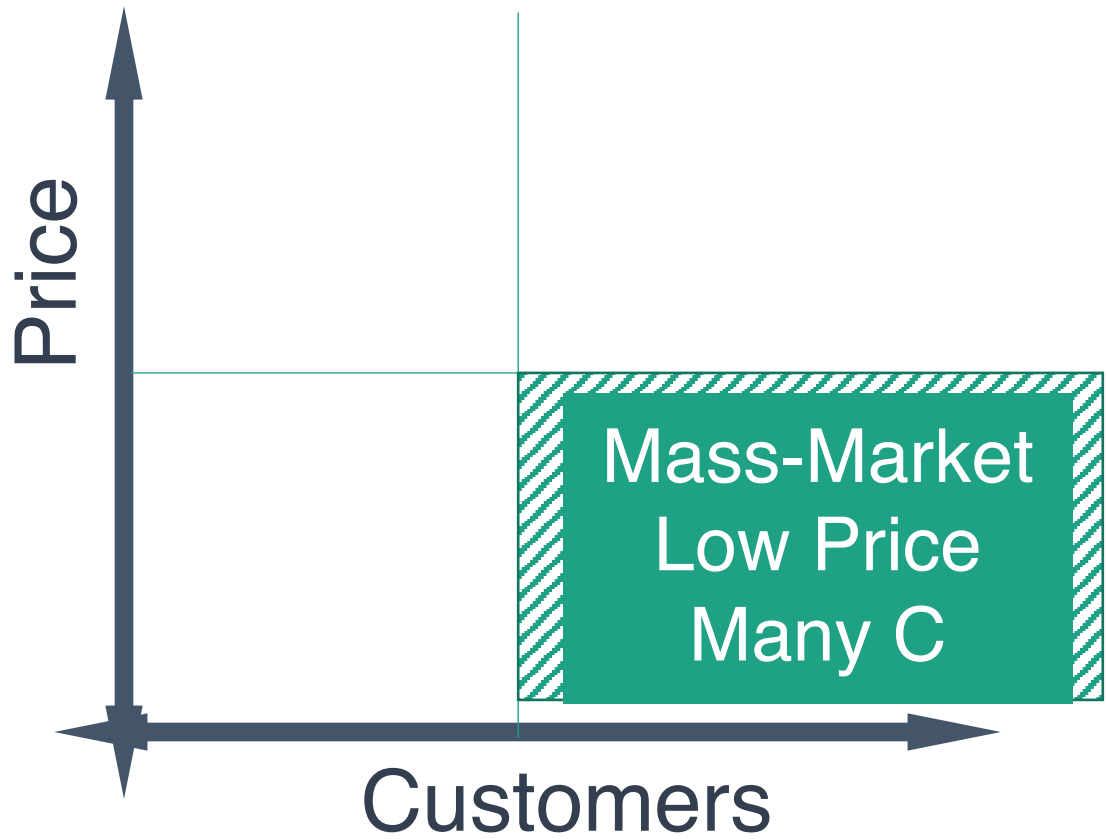
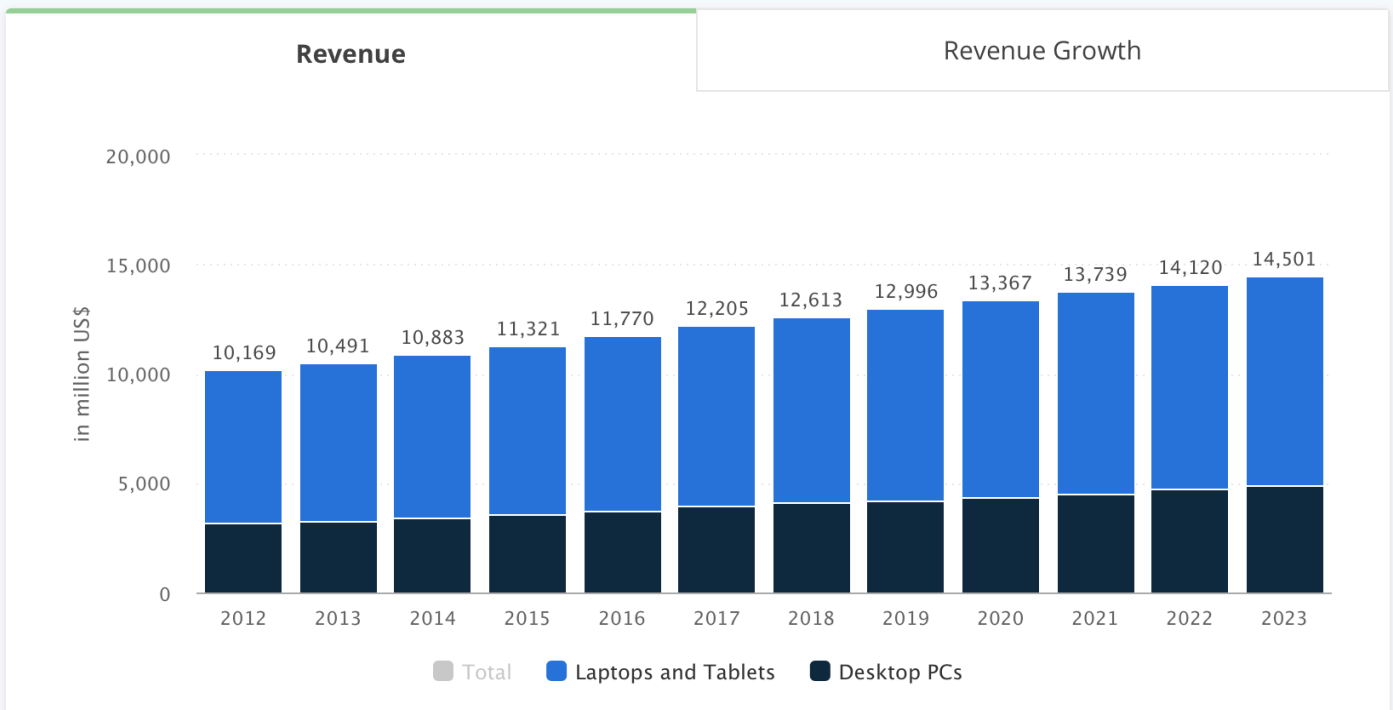
- Customer Acceptance
- Profit/ROI
- Competitive Advantage
- Time to Market

Segmentation



Different Segmentation

- 1. End use segmentation
- 2. Behavioral segmentation
- 3. Demographic Segment
- 4. Geographic Segment



Psychographic

- 1. Need for Higher value for money
- 2. Product Affordability
- 3. More customers
- 4. Lower/Middle class

2. Opportunity Selection

2.2
Similar
Performance
Score

Cellphone

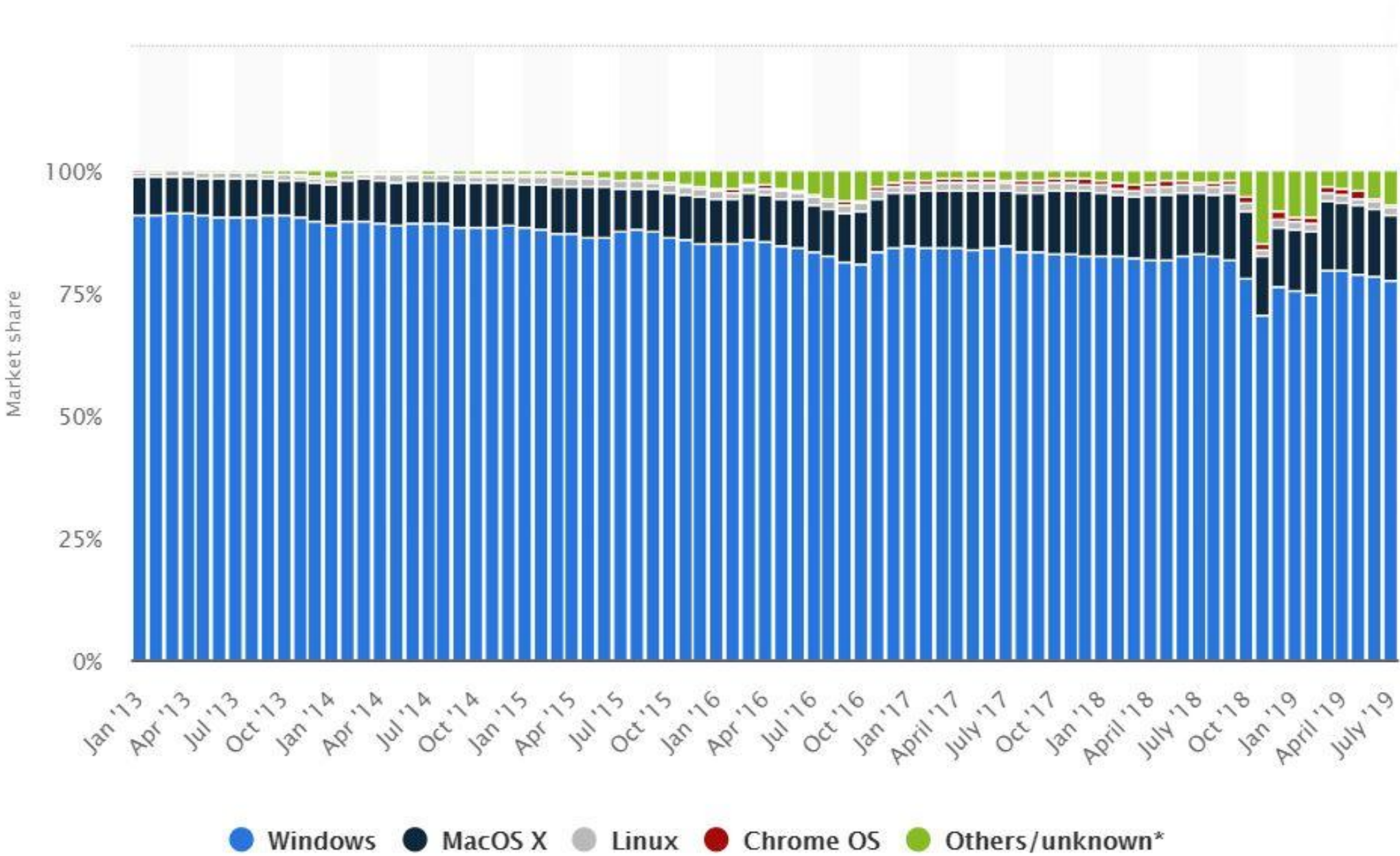
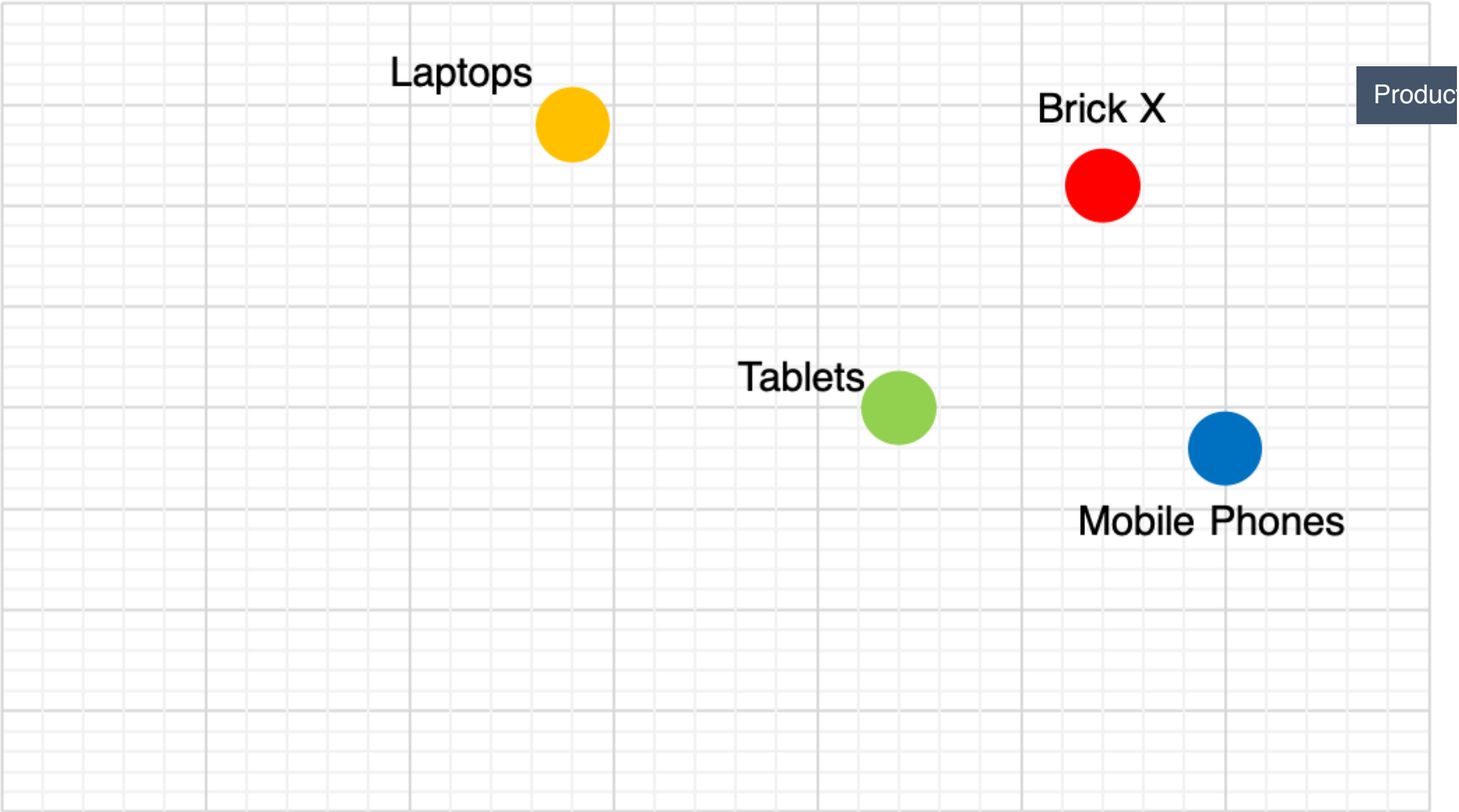
Laptop

Electronic Device (Laptop/Mobile)	Single Core Processor	Multi Core Processor
Samsung S10	706	2426
Iphone 11 Pro	1326	2334
Macbook Pro	905	3895
HP Spectre	1197	3408
Macbook Air	761	1534
Google Pixel 4	631	2535
Pixel Book	826	1283

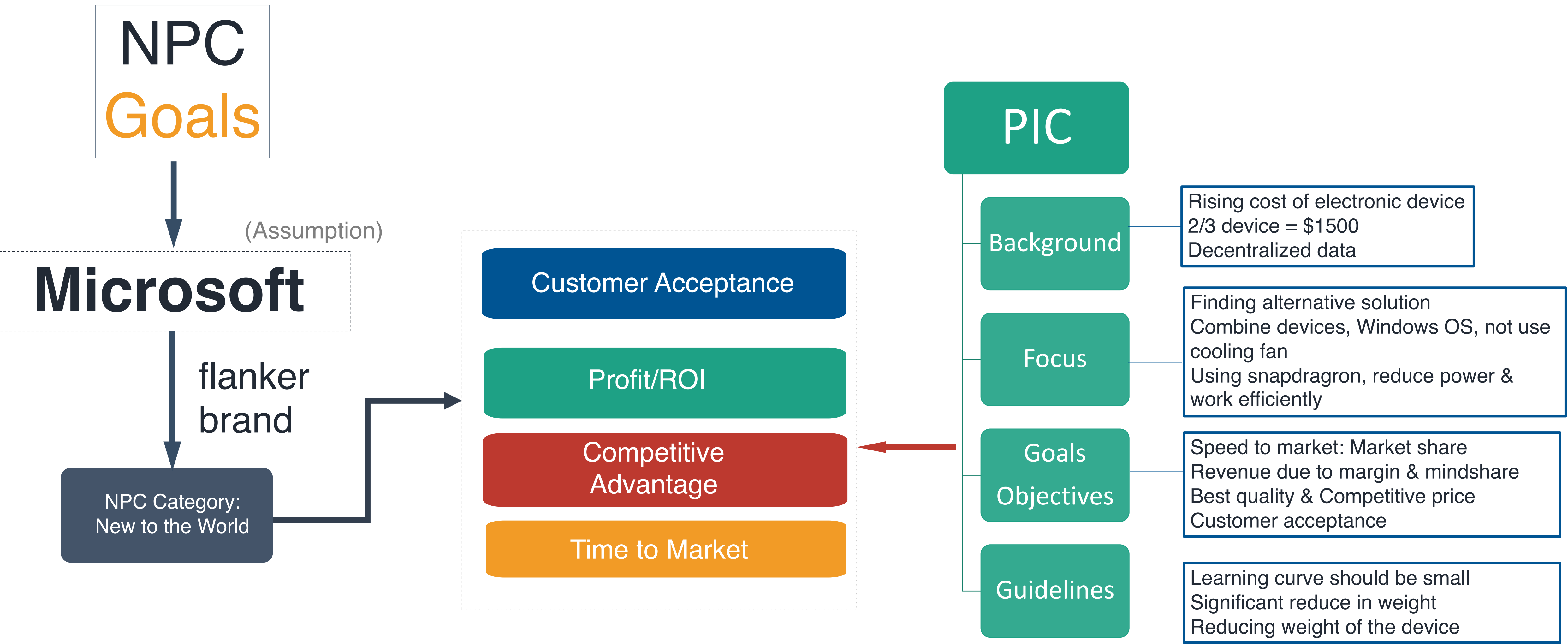
Overall Performance Comparison: Source Geekbench 1

2.3
Product
positioning
goals

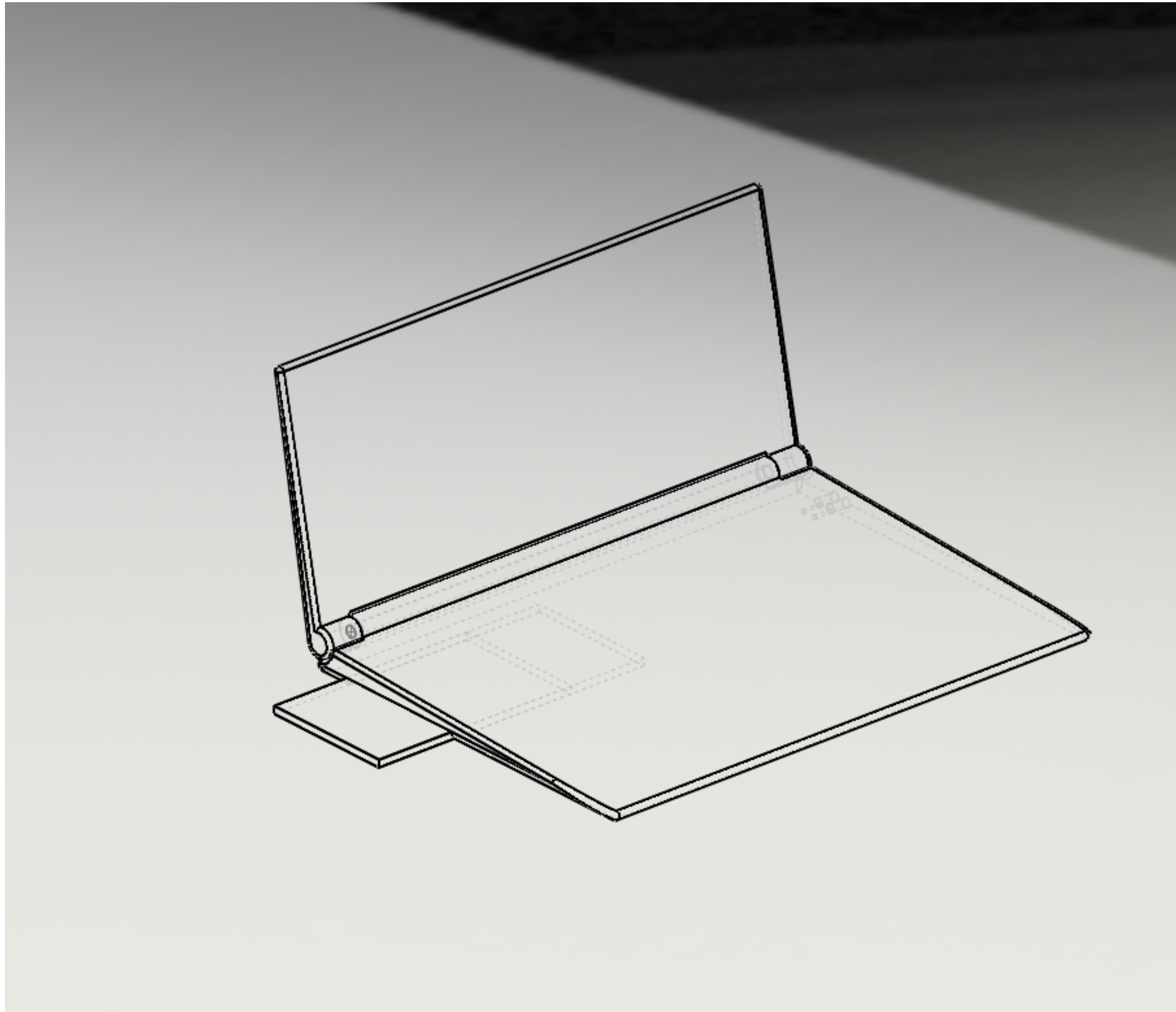
Productivity



Product Innovation Charter



3. Concept Generation



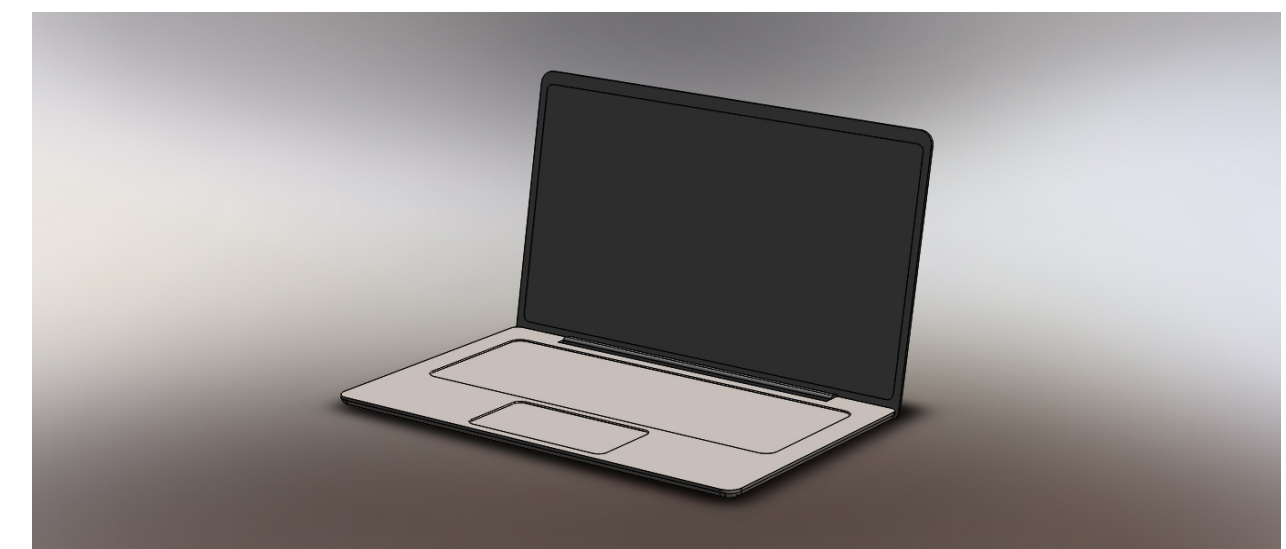
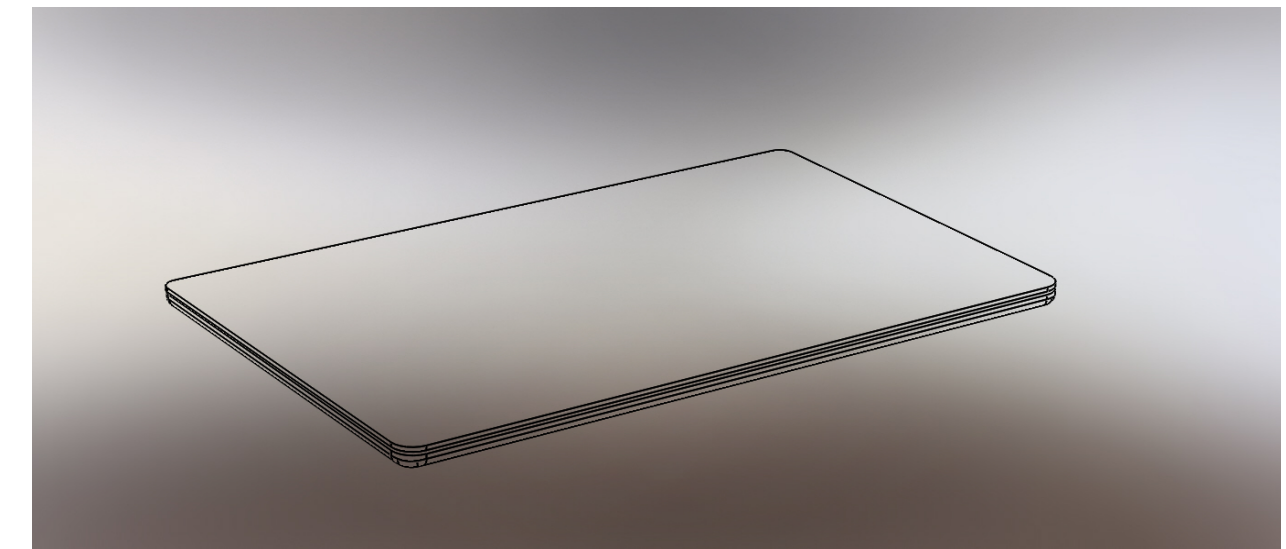
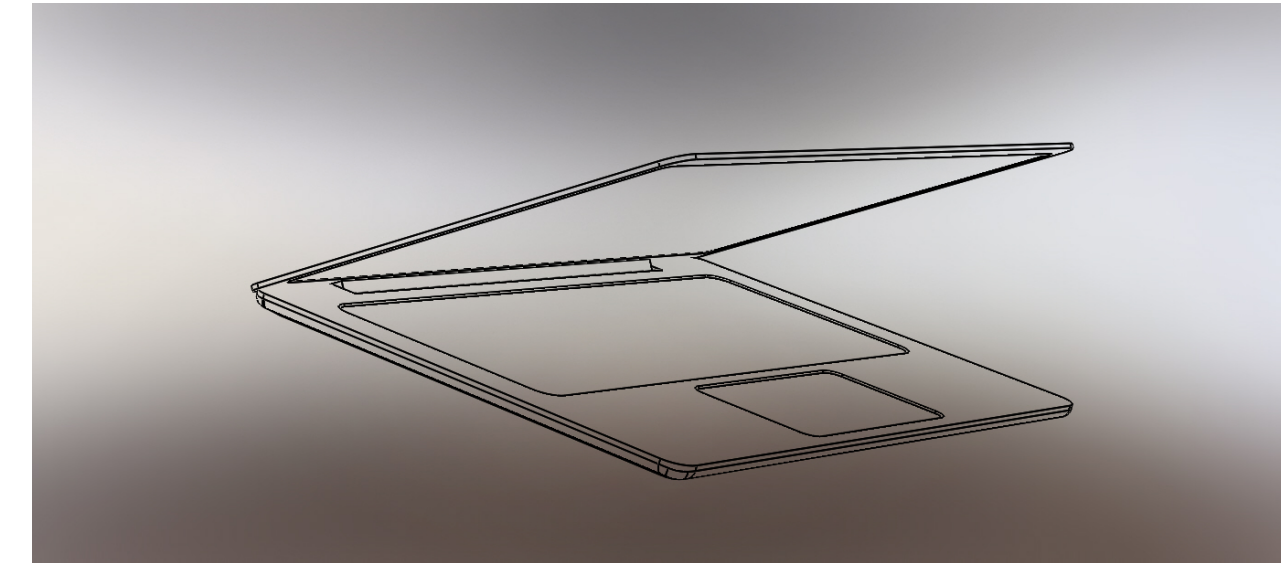
Created in SolidWorks CAD: 3D Modeling

Designed for ***Ease of Use***

- Centralizing data
- Flexibility to carry
- Lighter weight
- Simplification of technology
- Ease of Use

Design Considerations for ***Better Ergonomics***

- Screen detachable: *ideal viewing*
- Weight of laptop: *shoulder neck strain*
- Multiple sizes: *flexibility based on use*



4. Concept Evaluation

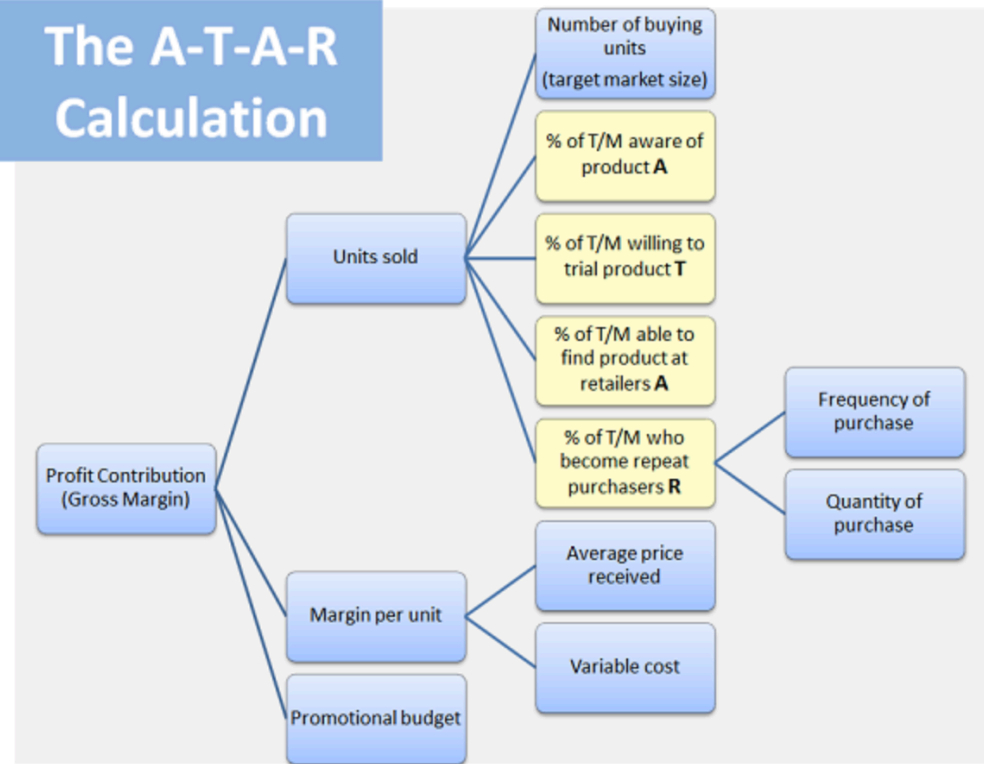


Considering product as a flanker brand of Microsoft, approximation based on Microsoft laptop (source: Statista), awareness comes out to be 60 million for our geographic segment: India. For our primary target audience, assuming population 1/3rd of total, **Awareness: 20,000,000**

(Success rate of trial is far better for instore than online: nearly 2.5) So, to maximize trial, primary platform is Microsoft stores across major Indian cities & secondary online. Considering prospect conversion, daily density to various stores in December month and internet traffic reach, **Best case trial: 10% and worst-case trial: 5 %, Trial: 1,000,000**

Due to strong distribution channels-retailers, stores and online availability, the product can be readily available to more than 80% of any Indian location. **Availability: 800,000 <**

Considering the **product’s life cycle by 4**, it can be assumed that 400,000 per every year. From that we are assuming the repeat of **Repeat: 400,000**



Profit Estimation: Avg. margins for Microsoft products is 21%, we are assuming 21% profit even for eznect product combo: \$140 profit per piece for price of \$800. Based on that assumption, **profit can be approximated to \$112 million**, considering product under flanker brand of Microsoft

However, actual formula for Profit forecast is: **Economy*Profit = (Revenue – Cost)*Margin**

The value for Economy is assumed to be constant= 1

5. Development & Launch



1. Development

- Technical
- Marketing

2. Launch

- Launch by lay endorsers
- Market testing in Major states market (1. Marketed concept) > Launch in country(2. Successful concept)
- YouTube tech reviews
- Social media: Facebook, Instagram, Twitter
- Tv advertisements, Magazines, newspapers
- Promotion through official website

6. SWOT Analysis

Internal Origin

S | Strength

- Core competencies in hardware and software since Microsoft is a flanker brand.
- Acceptance won't be a hurdle since our strategic partnership with world recognized brand.

W | Weakness

- Gain time to get traction to market due to lesser known brand.
- Initial performance lack (technology/audience)

External Origin

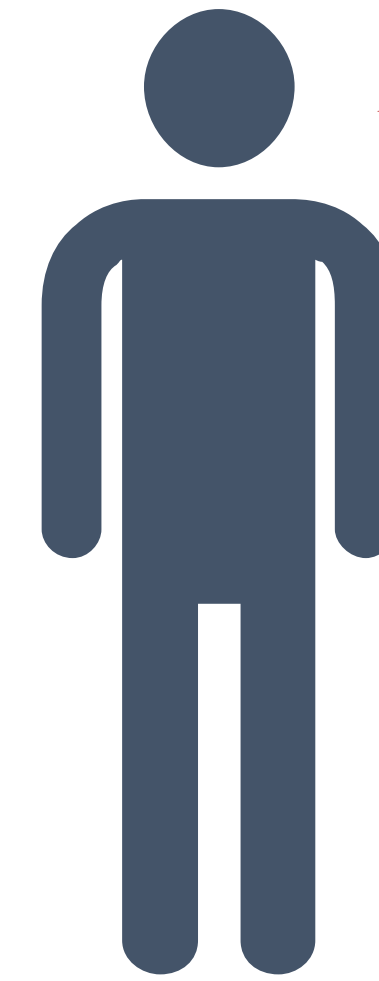
O | Opportunities

- Device can be brought with better specifications with R&D.
- Patent-for time being competitive advantage

T | Threats

- Fast imitation in the electronic industry leaves the product vulnerable to other companies.
- Trying to bring cost lowest, might degrade quality from outsourced manufacture's end.

Thank You
Questions ?



Thanks,
Eznect !

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