**MARKETING PLAN**

**Company Analysis**

Our company is called BOX; the name originates from its shape. The company works at the media applications sector. We make sure that our customers don't have to watch advertisements on television channels. Our company also provides background services for this purpose. We are a unique company at this sector for now, so we can say that our market only consists of us because we are the pioneers of this sector.

**Market/Competitive Analysis**

Our product is the premier product at this sector. The market only consists of us; for this reason one of our company’s slogan is “We are the market”. We don't have any competition or any rivals at the time, however this sector is open to development, so there will be strong competitors in the future. We are very confident, as we trust our product to be successful and we won’t avoid any competition in the future.

**The Marketing Mix**

**Product**

Our product turns televisions off when advertisements start automatically. It is mostly triggered by detecting the notification the television channels give when the advertisements start. It also looks at that channel’s program, guessing when the advertisements began. While the television is closed and the nullificator is active, a small electronic timer at the Nullificator’s screen tells how much time remains until the advertisements end. The Nullificator turns on the television again when the timer runs out or it detects that the advertisements ended, meaning the program has started. The Nullificator detects when the advertisements end either by the countdown timers on the channel (like 1min : 45sec until the news), by the name of the program that appears at the bottom right of the television, or by guessing when the program starts from the channel’s planned program. The Nullificator also saves energy as it makes the television avoid any unnecessary energy consumption by turning it off when it is not needed. Our device, that has the shape of a rectangular prism, is a little box. It is look like a modem and is blue-colored. We named it “The Nullificator” because it nullifies the effects of the advertisements that are played between your best movies, series, etc. by skipping them. We don’t offer any variety in the product, since this device was designed for only one task. We offer 5 year warranty under any conditions, because we trust our product. You can return our product in 1 month after the purchase, under any condition or you can return our product if the problem has originated from a production/design flaw. We offer full software update and phone support after the sales.

**Target Market**

Our customer should be middle and upper income level and all education levels however they should mostly spend their time watching television. Also they wouldn’t want to waste their time watching commercial.

**Price**

The offered for the consumer is 149.99 TL. We have some discounts for our customers under certain conditions. If they prefer to pay cash the price decreases and they can reach to The Nullificator by paying only 129.99 TL. And if consumers buy a satellite receiver beside The Nullificator there is a %20 discount for them.

**Place**

The channels of the distribution of our product are the internet and our stores which lay in three different regions of İstanbul. These regions are Beşiktaş, Kadıköy and Bakırköy, which are easily accessible. Our stores are open from 9.00 a.m. to 7.00 p.m. The consumers can find other technological devices like USB sticks, computer devices or satellite receivers in our stores, too. Our company is centrally in İstanbul but we can reach to other cities with the help of the internet. The Nullificators that are sold via internet will be our link to the customers outside of İstanbul.

**Promotion**

The consumers have the chance to test The Nullificator in our stores. They can try it and observe how it functions. We use advertising with the help of television and some web sites. These channels of communication help us to reach a large amount of potential customers. Our advertising remains in these web sites continuously. Lastly, we prefer to televise our advertising frequently, because it is the easiest way to reach our target market that spends lots of time in front of their televisions and yes, we know it’s pretty ironic that there are commercials for preventing commercials.

**Cem GÜLBOY**

**Sevim SİDAR**

**Tuğrul YATAĞAN**