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12/12/2024

App Launch Plan

**Product Description**

Simplify your inventory management and business operations with our intuitive mobile app. Whether you’re a small business owner, retailer, or warehouse manager, this mobile app is designed to meet your needs. Effortlessly track inventory in real-time, receive alerts for low stock, and manage your items with ease. It doesn’t matter whether you’re small or large-scale operation, take control of your inventory anytime, anywhere with our secure and reliable solution and take the first steps towards optimized inventory management.

**Android Version Compatibility**

Our Inventory Management application is designed to be compatible with Android 8.0 and newer, to include the latest available versions of Android. This ensures coverage of approximately 95% of active Android devices, as well as allowing us to leverage modern Android features while maintaining robust security standards.

**Features Aligned with Android Versions:**

* **Adaptive Icons:** Included from initial release (Android 8.0)
* **Dark Theme Support:** Available for mobile device operating Android 10 and above.
* **Scoped Storage Changes:** Implemented to comply with Android 10+ requirements.
* **Enhanced Notifications:** Features optimized for Android 13 and current.

This approach ensures that our Inventory Management application is both forward-compatible as well as capable of delivering a seamless, feature-rich experience across a wide range of devices.

**Application Permissions**

Our Inventory Management application requires specific permissions to ensure full functionality:

* **Internet Access:** This enables real-time data synchronization across multiple devices.
* **Network State Access:** This verifies internet connectivity to ensure smooth operation with the Inventory Management application.
* **Write-to-External-Storage:** This allows for the creation of local backups for inventory data outside the application.
* **Camera Access:** This supports optional features such as barcode scanning as well as capturing item photos.
* **SMS Permissions:** This is used to send low-stock notifications to our users. The feature is optional, and users can disable the SMS notifications to avoid the application granting this permission.

We prioritize User control and transparency; this ensures permissions are only requested for essential features or optional enhancements.

**Monetization Strategies**

Our Inventory Management application will adopt a freemium model, allowing users to explore our applications features before committing to a purchase. This model includes a free version with limited functionality as well as a paid premium version that unlocks the full capabilities of the application (Digital Ocean Staff, n.d.).

**Free Version:**

* **Inventory Limit:** Sets manage limit to 100 items.
* **Core Features:** Add, edit, and delete inventory items.
* **Ad-Supported:** Displays banner ads at the bottom-left corner of the screen.

**Premium Version: ($3.99/Month Subscription)**

* **Unlimited Inventory:** Applies no restrictions on the number of manageable items.
* **Advanced Features:** Includes barcode scanning, data export, support for multiple user accounts.
* **Ad-Free:** Allows users to enjoy an uninterrupted experience without advertisements.
* **Priority Support:** Access to premium customer support and services.

The subscription-based pricing for the premium version of the Inventory Management application ensures sustainable application development, ongoing customer support, in addition to regular feature updates to meet user needs.

**Application Launch Timeline**

The Inventory Management application launch will follow a structured six-week timeline:

* **Weeks 1-2:** Finalize bug testing in addition to implementing necessary fixes to ensure smooth user experience.
* **Week 3:** Prepare application store listing materials, to include screenshots, product descriptions, as well as the application icon.
* **Week 4:** Submit the application to the Google Play Store for review and approval.
* **Week 5:** Address any feedback or required changes from the Google Play review process.
* **Week 6:** Official application launch, accompanied by the initiation of our marketing campaigns.

This application launch timeline ensures a polished application release while providing time for quality assurance and marketing preparations.

**Marketing Strategy**

Our marketing strategy for the Inventory Management application will kick off with the creation of a dedicated landing page that showcases the application’s features as well as a demo video to highlight its capabilities. To boost visibility and build brand recognition, we will establish a strong presence on social media platforms to include Facebook, X, Instagram, and LinkedIn. In addition, we will leverage Google Ads with targeted keywords to drive traffic and increase reach. Furthermore, we plan to collaborate with small businesses and industry blogs to secure reviews and endorsements. To attract early adopters and build an initial customer base, we will offer a free trial of the premium version of our Inventory Management application, which will give our potential users a chance to explore the application’s full potential. This comprehensive strategy aims to generate interest, build trust, and establish a loyal user community for our application.

**Post-Launch Support**

We will provide support for the Inventory Management application through email and by responding to customer reviews on the Google Play Store. Regular updates as well as software patches will be released to address bug fixes and to introduce feature enhancements. Additionally, users can access support via our social media channels and stay informed through our newsletters.

**Closing**

By implementing this launch plan, we will successfully bring our Inventory Management application to market, connect with our targeted audience, build momentum with potential users, and lay a solid foundation for future growth and scalability.

**REFERENCES**

**Using the freemium model for business growth. (n.d.). *Digital Ocean*.**[**https://www.digitalocean.com/resources/articles/freemium?utm\_medium=affiliates&utm\_source=impact&utm\_campaign=10078&utm\_content=resulthunter.com&irgwc=1&irclickid=0AFxPryaqxyKW5XXwnzhZXixUkCRSzThWyew2**](https://www.digitalocean.com/resources/articles/freemium?utm_medium=affiliates&utm_source=impact&utm_campaign=10078&utm_content=resulthunter.com&irgwc=1&irclickid=0AFxPryaqxyKW5XXwnzhZXixUkCRSzThWyew2)

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