

Project Group 3 – Project Abstract

Title of the Project: CatapultIT

Name of the team: Euphoria

Member Information:

Member Name	Member Email	Member Contact
Saisujith Reddy	saisujithkumarreddy.marapareddy@sjsu.edu	(716)861-8796
Harsh Shah	shahharsh26@gmail.com	(408)799-1125
Sushant Patil	patilsus@gmail.com	(916)220-5015
Kaustubh Deshmukh	kaustubh.deshmukh@outlook.com	(650)229-4670

In current scenario, there is hardly any online solution available for the manufacturers which can guide them right from pre-launch marketing till the post launch statistics gathering and analysis. We will attempt to provide the one stop solution for end-to-end product launch activity.

As of today there are some online resources like www.newproductlaunchers.com/cpg.html, <http://www.productlaunchformula.com/>, www.280group.com, which do work in the similar context as that of ours. But these vendors do not provide interactive interfaces to the manufacturers and most of them just preach the guidelines/advices without the POC for the same. Some of these are just the online flyers which ultimately force the producer to visit them and plan the proceedings and remaining ones prescribes generic product launch formulae/plans with the static guidelines/advices without tailoring it according to product's nature, manufacturer's need and existing market scenario, in short existing solutions lack the dynamicity and interactivity.

Contrary to this, we will allow the manufacturer/producer to provide us the product specifications and details. Subsequently we will process/analyze it with information available about similar kind of products to devise the apt, product-specific launch plan and we will display it on the front end for the manufacturer (along with the POC). We will also guide the manufacturer with the appropriate marketing strategy applicable for his product and will also attempt to provide him the statistical comparison of his and the other established products of the same kind. We will also attempt to implement e- marketing by emails/SMS and determine the pricing of the products.

We will use JSP/JSF for GUI/ Front end development, servlets for session management, value objects for data caching, and Struts 1.1 for MVC, BIRT/Jasper for data reporting and oracle 9i for database, If needed we will use Local EJBs for business logic implementation/role based security.