**App Launch Plan**

Assuming that I would officially launch my app, I would write a description for my app like this: it would start with a short list of features that my application can offer the client. In order to interest a potential client, I would write that this application is easy to use. I would also give several reasons why the user should use my application specifically. I would also add to the description the process of using my application for those users who are not previously familiar with the process of using the warehouse inventory application. For the application icon, I would most likely use an image of a box of goods or an image of a person with a list in his hands, so that it would be clear to the client what the goals and objectives of my application are. The application icon is like a business card of the application on Google Play, so it must be made professionally, and it must also attract the attention of the client.

The Inventory App will support Android devices of version 34 or later. Unfortunately, I understand that this deprives most of the potential customers of the opportunity to use my application, because if the user has an older phone and uses an Android version that is not supported by the version of my application, he will not be able to download and use my application.

If we talk about the permissions of my application, then this application will only request permissions to write and read the internal storage (android.permission.READ\_EXTERNAL\_STORAGE). This is done so that the application can use the SQLite database and update the products that are in the application database. My application will not ask the user for any other permissions, as they are not necessary for the correct operation of the application.

Speaking of monetizing my app, I decided that my app would use a one-time purchase of the app. In my opinion, it is better not to show any advertising in this application, as this advertising will distract warehouse workers and annoy them. Therefore, it is better to use a one-time purchase of the application for this application. Also, in the future, I can add some special features of the application and allow the user to purchase this, and his app will be upgraded to the “PRO” version.