Business Idea

Student Name

Institution

Introduction

With the immense increase of a variety of phone models, has emerged the need of phone covers. A research carried out showed that three out of every five people has shown an interest in phone covers (Afshin, Penalvo, Del Gobbo, Kashaf, Micha, Morrish, and Mozaffarian, 2015). They say that it is important for them to protect their phones. Some also say that it adds beauty value to their phone. For most, it is all about what it does for their phones. You see, when one buys a phone, one of the key things you look at is its durability in terms of security. This is where the cover comes in (Coles, 2015).

**Overview of the Business and Product Offered**

Technology has in its own way brought an immense contribution to the world. It is with technology that the world has become a global village. Day in day out trends come up, some of them get to exit when they are not useful. My idea of a phone cover has come up majorly because the phone market has increased (Barringer, 2012, p.78). What I know is that most people do not want normal, plain or even boring covers. They want something new, something they can multi-use. Hence, why I took up the phone cover as a business idea.

Every phone must, in one way or another have features that are unique and different compared to any other. The camera is one of them is a unique feature. I have, for a long time had an interest in the camera (van Weelden, Mugge, and Bakker, 2016, p.745. That is why the idea of a phone cover that is inclusive of a camera is what I have focused on. At the back of the phone cover irrespective of the size or shape it is can be fitted with the camera.

I plan to introduce a phone cover that has the camera as the main feature, known as cam-cover. Next is a fingerprint sensor and a voice sensor back up in case the phone does not work. This is because today, I hear people complaining about wanting their phones to have backup security. There is no better way than to get it from the cover.

The camera will be fitted just at the center of the cover. This is because it is to be the main focus of all the three features. It is to be of dual vision and thirty megapixels. This goes a long way to explain the feature. A clear vision and focus. The fingerprint sensor will be just at the right top of the phone cover while the voice sensor is at the bottom left of the phone.

**Target market**

The target market is first and foremost not age restricted. I choose to deal with all the ages because it is impartial. However, I must say we have to segment the old from the young. Focusing on the young, they are likely attracted to attractive things than the old. They want to discover things. An advantage is that the camera has a surprise feature which is the game-cam. It is a game that is meant to be played with the camera. Again, we have to separate between all genders. The girls or boys are all different. The colors are different so that it becomes easy to choose.

**The cost**

This is an important part of a product that everybody is interested in. majorly because it is by this that one knows whether to buy or not to buy. For this specific product, I would not say that it is an expensive or cheap product (Brown, 2012). What I would say is that it is of the favorable price. Of course, with the mechanism used to manufacture the product, we look at the profit and losses and analyze our business with it. I agree that to some extent, it may dent your pocket but all the same, the benefits thereafter are better.

**Product promotion**

With the product already made the question is how does the market get to know about it? That is exactly where product promotion comes in (Berthon, Pitt, Plangger, and Shapiro, 2012). Phone markets are the major target, followed by internet hotspots. You may wonder, why a hotspot? It is because many people are found in this spots especially youths they tend to spend most of their days’ time there.

**Challenges**

It is with no doubt that challenges are a part and parcel of the business. They will be an indicator of what I need to do to correct and what way forward. What I do know is that I have to be ready to face them head-on (Bowen, and Ozum, 2015). Some of them as I have encountered during the testing of the product is the failure to function well of the features at hand (Anderson, 2010). This really has added losses more than gains. Some customers may have the wrong misconception about the product. When someone of them is asked, they say that the product is fake. Trying to clear some of this things has somehow proven to be difficult.

**Competition**

Before my idea was a lot whole of what I would call the perfect ideas from different people. Some of them bid their ideas goodbye a long time ago (Quill.com. 2018, p.25). I have been to follow their trends and check on what to do and what to avoid. In this sector, there is a lot of competition from different companies, especially those which are known and so what proves to be difficult is trying to bring up little idea to outshine the big ones (Ghezzi, Cortimiglia, and Frank, 2015).

**Social cooperate responsibility**

This idea is influenced majorly by the environment and the community at large. It leads us to the question, what effect does the product have on the environment (Burns, 2016, p.46). As we know it is important for the community to take care of the environment but when the cover poses some extent of danger to the environment it causes pollution (Ghezzi, Cortimiglia, and Frank, 2015).

**Conclusion**

I am confident in this idea. Basically, because it has brought out the diversity in technology. Though the various challenges that face the plan, it is with no doubt that it is what people need and opt for. It has an added advantage in such a way that it has created features that people learn and play around with the new ideas (Chaffey, and Chadwick, 2016). What would make me happier is to see people appreciating the idea and incorporating them into their lives. One thing is for sure, the prices in the market will vary however our prices remain constant. This one of a kind feature is unique I must say. It has run tests by all means and has been proven to be stable. We also look forward to getting clients feedback as it is important for us.

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