

Marketing Forecast Documentation



The main product is this robot, which is initially built to meet the need of whatever the client request by adding to it the requested features.

How Can You Utilize This Robot?

The uses of the robot:-

1. Robot to pour coffee:

This is the most common request we receive from our client whose hold a lot of exhibitions, events and big meetings and need a robot to serve their visitors.

2. Food delivery robot:

In the past two years, many restaurants starts to bring robots to carry the food and deliver it to the costumers in their tables, this kind of robots is expecting to have high demand in the near future.

How Can You Utilize This Robot?

3. Robot to guide people:

In many industries specially the entertainment such as zoo, large parks, water games cities and malls, they need to have many robot in several places to guide people about directions and give them information about the place.

4. Dancing robots:

Some clients from different cultures request a robot to do specific dance moves, but this is not common.

5. Feedback robot:

Some event's responsible invite the people to live a new experience or try something new, in such events; the responsible brings a robot to get people's rate about the event and make it ask them questions with the aim to get improved in the future.

The Used Authorities

- **Private Events**
- **Saudi Tourism Authority**
- **General Entertainment Authority**
- **National Events Center**
- **Saudi Conventions and Exhibitions**

General Authority

- **Riyadh International Convention and
Exhibition Center**

Average Demand

- Hotels; belongs to Saudi Tourism Authority

Based on the General Authority for Statistics and depending on the regions our more clients come from, Makkah and Riyadh; the static says number of hotels with 4 and 5 stars in these two is 212, in average = 53.

- Exhibitions; belongs to Saudi Conventions and Exhibitions General Authority

Based on the General Authority for Statistics, number of exhibitions held in Saudi Arabia in the year 2019 is 11,371 and the number of exhibition centers is 90, in average = 126; which is a high opportunity.

Average Demand

- Festivals; belongs to General Entertainment Authority

Looking at the huge interest of Saudi Arabia to the field of tourism and entertainment; the demand of requesting a feedback robot, food delivery robot or guiding robot could increase.

In Riyadh season 2021 there were 10 international exhibitions and 200 restaurants, in average = 105

As well as Jeddah season 2022, there were 70 interactive experiences, 2 parks and almost 140 restaurants, in average = 70.

The used pieces

- Rolling bearing
- Wheels
- Aurdiono
- Jetson nano
- Servo motor
- Brushless motor
- Wasdom ESP 32
- Suspension system tools
- Process motor
- Inputs\Outputs
- Transistor
- LM35 Temperature sensor
- Buttons
- Lidar
- Encoder

Define the Quantity

To predict the required quantity of filling the market's needs, I made this calculation by taking as example the market of hotels in Makkah and Riyadh's region:

The average of hotels are 53, by multiplying 53 to the number of piece 15; the result is 795.