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Inventory App Launch Plan

**App Description**

This is an application intended to help individuals that want to keep track of any kind of inventory. The simplicity of the User Interface makes it useful to a broad range of users. A profile will need to be made which will help make the user’s data more secure. This also allows for multiple profiles on the same device. Items can be added with a name and a description. The description field allows for the user to put whatever type of information they need. Each item will have a starting quantity which can be adjusted by using the increment buttons. Once the inventory reaches zero a notification will be sent so the user can decide if they need more inventory of that item or if it can be deleted from the list of items.

**Android Version and Permissions**

The inventory app was designed for Android 9.0 “Pie” version. This was done so that it can be used by a large range of users even if they do not have the newest version of Android. As of now, the application does not use complex features that are only available on newer versions of Android. If any new features come out that would be useful for the functionality of the Inventory App new versions of the app would need to be created.

Currently, the only permission that the app uses is sending notifications. This is the only permission the app asks for. A notification is sent to the user when inventory reaches zero for an item.

**Monetizing Inventory App**

The app will not include ads as this would be irritating to the users of the app. Ads would make it more difficult for the users to use the app for its intended purpose. There is no need for micro transactions either. This leaves two options. The first would be to charge a one-time payment to purchase the app from the Play Store. The other would be to create a subscription service where the users would have to pay monthly to keep access to the app’s functionality.

The main goal of this app is to have a simple way for a broad number of users to keep track of any sort of inventory they might have. It is a way for individuals and small businesses to keep track of inventory to hopefully increase revenue. With these goals and the types of users in mind, the best way to monetize the app is to charge a small one-time purchase fee of .99 cents. This is a good price for what the app does.