

Oct 5th, 2009 (first meeting)

We had a meeting at 2pm inside PSU library for setting a topic for our team project. We agreed that each member will come up with at least one topic, and then we will pick the plausible one to be our project.

The meeting was around 30 minutes, and we finally had the list of 13 topics:

- G-Phone
- Salt and Pepper Battery
- Crowd Farm
- Nissan Collision Free Driving
- Xbox Motion Sensors
- Stem Cell in the US
- NASA's 3D Surface Temp Map
- Touchless 3D Fingerprinting
- Carbon Nano Tubes
- Prosthetic PowerFoot
- Nanopiezoelectronics
- Personalized Medical Monitor
- Paper Battery

From the professor's suggestion, we should have the product that will be launched sooner, approximately within 6 months. Thus, some topics were eliminated since they are required at least around 5 years to be done, such as Crowd Farm, Personalized Medical Monitor, Salt and Pepper Battery, and Nanopiezoelectronics. Also, some topics which are already in the market were eliminated, such as G-Phone and Stem Cell (in Europe) in order to overlap the marketing plan with existing one along with some issues, such as size of market niches originality, and complexity.

After considering the difficulties of marketing, we reduced the topics to 3 topics, which are:

- Nissan Collision Free Driving
- Touchless 3D Fingerprint
- Paper Battery

We will consider the final one in the presenting of the topic in the class next Thursday.

Oct 8th, 2009 (Small discuss during a break in class)

After presenting the idea of three choices we have, the final decision for our team project's topic is Nissan Collision Free Driving, and it got approved from professor. The next meeting was set at the same time and the same place (PSU library at 2pm) to come up with the outline for the team project, and we planned to separate the work to each member.

October 12, 2009 (Second Meeting)

Our meeting was held at 2pm at the PSU library. We discussed role assignments for the Marketing Plan.

Daniel and Bundit will lead the Executive Summary (1), Company Analysis (3), Objectives (4) and Segmentation\Targeting\Positioning\Value Proposition (5).

Ho-Min, Tony, and Jerry will lead the Market Analysis (2). Further breakdown includes: Ho-Min: Customer Segments, Competition, and Collaborators. Tony: Market Demographics, Needs and Trends. Jerry: Market Growth, Buyer Behavior, and Macroeconomic Forces

Yulianto and Majed will lead the Marketing Strategy (6) and Budgeting\Control (7)

We also discussed the market potential, customer focus, and type of product we are working with. We agreed that it would be best to market a "robotic anti collision kit" to customers instead of trying to market to other car manufacturers. We will work on our role assignments to be prepared for the Preliminary Marketing Plan on 10/29. We will meet next on Oct 19 at 2pm at the PSU library.

October 19th, 2009 (Third Meeting)

The meeting was held on Oct. 19 - 2pm at the PSU library.

We discussed the power point of the preliminary plan presentation and parts of work have been done which. Market growth – The previous work was more focus on the overall economic growth. The market growth of the auto industry is needed.

Buyer behavior- Some of buyer behaviors are missing in this part. How buyers get information?? How do they purchase the products and so on. More information of buyer behavior will be collected from the interview.

In order to understand market and buyer behavior, interviewing the potential buyers is necessary. We came out 12 questions for interview. Also, we identified the target market which is California.

We also discussed Company analysis section (capability, areas of advantage, and key success factors and key weaknesses). We confused that is it capability of company or products and same with areas of advantage, and key success factors and key weaknesses.

Last, we did come up with 11 questions (at the end of the meeting) to prepare for interview random people in order to better know the market. Here are the questions:

1. What kind of car do you have?

2. Do you already have collision avoidance system in your car?
3. Do collision avoidance system is necessary?
4. How many days a week you stuck in the traffic?
5. How much you pay for your car insurance per year?
6. How often you drink drive?
7. How environmental friendly you are?
8. Are you comfortable with hand-free driving system?
9. Have you ever heard about the avoidance system? Where?
10. How many times you have involved into the accidents?
11. What is/are the company produce the high reliable cars? Do they have a collision avoidance system?
12. What the best benefits do you expect to get from this system?

October 22, 2009 (Fourth Meeting)

Our meeting was held at break time during class. We discussed the meeting minutes from 10/19 and updated the customer survey questions (see below). We will focus on Los Angeles, CA as the test market for our EPORO kit. Jerry will send out a dozen surveys to his colleagues at PwC LA. If any team member has contacts in LA, please send them the survey.

We also discussed the Midterm Presentation. We need 8-10 slides and everyone on the team will present a slide. We will have 20 minutes to deliver our presentations, then there will be a question and answer session from the audience. Jerry will bring his laptop to class next Thursday to be used for our presentation, as he will have the video saved to a file for easy viewing during the presentation. He will also have a backup of the files on a flash drive just in case. For Monday's meeting on 10/26 at 2pm at the PSU library, be prepared to work on the slide presentation. Need more info for each slide. The presentation can be found in our group email under the Files\Marketing Plan folder.

Survey Questions:

1. Have you heard of the collision avoidance system in cars/trucks? If yes, what do you think of them?
2. Do you have a collision avoidance system in your car? If Yes, does it work well?
3. Do you think all cars/trucks should have a collision avoidance system? If yes and if it was provided in a kit form to install in any car, how much would you be willing to pay for it?
4. Have you heard of Nissan's new emerging technology that combines a collision avoidance system with a new technology that will actually steer your car to allow hands free driving?
5. Do you think Nissan's new technology would sell in a kit form to consumers who spend a lot of time on the road, such as rush hour commuters? If yes, how much would you be willing to pay for this new technology for your car/truck?
6. If you answered no to question 5, would you answer yes if insurance rates dropped and the government offered incentives (such as tax rebates) for people who purchased the kit?

October 26th, 2009 (5th meeting)

The main objective for this meeting is to review and divide the part of the preliminary presentation to each member to prepare and present. After discussing, Jerry will present the introduction part; Daniel will present the market opportunity; Tony will present the customer prospect; Yulianto will present the market segments; Homin will present the value drivers; Bundit will present the Technology Adoption Life Cycle; and Majed will take care of Customer interviews part.

Also, we are trying to figure how the price of the product should be. After discussing, we come up with the range of the price as \$999.99 to \$1,499.99. Also, the first step for this product will target on the 2005's cars or above. After the development, we will go targeting on the older cars with the tax rebate as the incentives issue.

We also set the brief meeting before the presented day on Wednesday October 28th to go over the presentation.

November 2nd, 2009 (6th meeting)

The main purpose of this meeting was to improve our project paper from using the feedbacks after preliminary. For our marketing strategy, it previously targeted at Los Angeles as the first target for penetrating our product, Collision Avoidance System using School of Fish concept. After reviewing the weak point and difficulties of targeting LA market segments, we came up with specific area to start marketing for our product.

Since focusing on whole LA City will generate many questions of "how to", we decided to target the proper area to start by categorizing the possible conditions. Targeting on specific city or rural area might not help company to enter the market or generate the competitive advantage. Our target market area should contain the high traffic congestion and accidents. During the discussion, Jerry, our team leader, was communicating with a person in California in order to choose the proper highway that has the highest potential of proving for our product to solve the traffic congestion and reduce accident's rate by using our tool kit installed in customers' cars. Ultimately, we come up with the highway 405 in California to be the area of focusing. Thus, along the way of highway 405, we will focus a small area between two cities which are connected by highway 405 for our first target.

Update from Jerry:

In addition to Bundit's update above, I also wanted to add more about the collaboration process that took place during the meeting. Everyone contributed with brain storming ideas to "re-market" our product. We incorporated feedback from not only Professor Jetter but also the audience. We wanted to find a better way to market the EPORO kit and to pinpoint a target marketing segment that we could fully utilize the product. Since several

questions from the audience pertained to the hands free capability of the product, we decided to focus more on the "driver assisted" steering technology, as that is more prevalent in the current market and is easily accepted by the general public. We believe that the hands free capability is far into the future, with GM predicting they will have a product in 2015 (per Ho-Min's research). Our current plan is to collaborate with the city government of LA to dedicate two lanes for Car Pool and Anti Collision\Driver Assisted vehicles. Our goal is to convince the city government to test two dedicated lanes of highway 405 to see how traffic accidents and congestion will decrease in those two lanes. Since we believe that both will occur, this will convince the city government to dedicate more highways to this cause.

We also discussed as a team the idea of using the EPORO product in warehouses and delivery vehicles, but felt that those drivers already have many years of experience to not really benefit with the high cost of the product. In addition, very few accidents are reported in this market.

Research Log 7 Meeting Minutes from 11/16

We met during class time to discuss our marketing plan. We confirmed that we will move away from the "hands free" driving technology and focus on the "driver assisted" technology. Daniel and Bundit provided an update on their sections covering Company Analysis, Objectives, Segmentation, and Targeting. Since we are moving away from the hands free technology, we will target rush hour consumers and fleet drivers, focusing on safety as the emotional and buying issues. We have to convince our audience that the EPORO system is the best safety system around that contains anti collision, sensors, and driver assisted steering capabilities.

Ho-Min, Tony, and Jerry will update their sections of the Market Analysis to focus on those major cities that are known for rush hour nightmares, such as NY, Chicago, LA, London, Frankfurt, Tokyo, Paris, etc. We will analyze competitor products to assist in establishing a price point and also support the reason to purchase the Nissan EPORO kit.

Yanto and Majed will work on the Marketing Strategy (including the 4 P's) and Budgeting and will have an update for the team by the end of the week.

Our goal is to have all of the sections in place by Monday's meeting. Although it will only be a rough draft, we will continue to add to the sections and provide clarifying information. We will all read through the entire document to ensure it flows well and makes sense from a marketing perspective. More graphs and tables in our document will ensure that the data is understood and provide a better layout for the document.

Once we have our rough draft in place, we can then begin to work on the Final Presentation (30 minutes long with approx 15 slides).

Research Log 8 Meeting Minutes from 11/23

We met at the PSU Campus Library to discuss the Marketing Plan. We provided updates to the Marketing Plan document as everyone contributed new information for the document. We brainstormed around the idea of "why would customers purchase EPORO/What makes our kit unique?" We had excellent ideas about the unique Nissan brand and their dedication to research and development, merging with other companies, such as Kia and Subaru, and the fact that the EPORO is the only kit to offer hands free driving. We plan to incorporate this information into our document. We also discussed the financial perspective of the EPORO kit. Daniel ran some numbers and created tables that would demonstrate the potential revenue of the kit.

We will work on the Marketing Plan document during the week, and then next week we will meet to discuss the presentation and slide deck.

