



Marketing Log

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4/6: Team formation. We created a shared drive in order to start loading documents. We shared phone information and set up a group text. We discussed various topics that we were interested in researching. Points that were mentioned were that we wanted to pick something that was possibly by a public company, for ease of research.

4/7: The entire team started adding ideas on a document in drive so that we could research them all and give opinions.

4/11: Google Hangout Meeting. Each participant came to this meeting with 2-3 product ideas that we had added onto our shared document. We discussed benefits and drawbacks of the products. Made a final selection of 3 products: A GPS Watch for kids, The Polaroid mobile printer, and a vaccine patch for the flu.

4/13: The search was narrowed down to two products, the watch and the mobile printer. The vaccine patch was not yet available. The watch and the printer all had multiple reviews on line and in periodicals. This was beneficial to our process.

4/14: A spreadsheet was created with all of the initial company information for each product. Each team member took on research on a sector for both products.

Current Performance Data:
Sales
margins
Profits
Market Demand Information:
market size
growth rate
potential
Buying Power
Supplier Power
Market Share Information:
Share Potential

Market Share
Share Metrics
Customer Needs:
Customer Needs
Purchase Behavior
Customer Profile
Competition and Industry:
Competitors: How Many? Are there any?
Share Position
Competition Position and Value:
Product and Service
Cost of Service
Customer Value
COMPETITION
Competitor One
Competitor Two
Competitor Three
Pricing Rivalry

Once the spreadsheet was filled out, the determination came that the mobile printer was most compelling. The growth of the market was substantial. There were many competitors, but none had “crossed the chasm”. There was more information readily available on the printers as well. From reading news stories and looking at company information, the printer was the superior tech product. We decided it was most likely to “cross the chasm”. After looking up competitor research, we decided that we preferred a competitor, the HP Sprocket, over the Polaroid. The Sprocket had features that the other mobile printers lacked, notably the ability to work with social media feeds.

4/24: Team Meeting. The final product was reviewed. We created a breakdown of the first half of our marketing plan. Each team member was assigned a different section of the marketing plan. We also discussed research sources and techniques. We found company financials on-line and a conference call from the previous quarter. Also, we found App data from two different web sites that we could use to determine sales.

4/27: Purchased the product and tried in class.

5/7: Team Meeting: All assigned sections were reviewed. Everyone had questions and the group answered each member's questions, or we researched and found the answers. An outline was put together for slides. The marketing segments were brainstormed. We determined that the segments would be loosely based on scrapbooking, young women, and middle aged women, and elderly travelers. The team would further drill down. After thoroughly searching the marketing and advertising information for the Sprocket, we determined that they had missed opportunity in the middle aged and older sectors, which we believe has the greatest opportunity. We brainstormed team names, and then discussed how to determine SAM and TAM for our product.

5/8: Team Meeting: Again, all team members present, as with all other meetings. The components of the company analysis were reviewed. The Team members devised a system on line for collaboration on all topics, so that no one was completely on their own and could get help. This way we could leverage our experience and knowledge. We created a shell for the slide show. The remaining work was distributed.

5/11: Team Meeting before presentation: All slides were refined. All members reviewed each person's contribution. We filled in the last remaining bits of information. We formatted all slides for uniformity. We collaborated on a few remaining points that we had conflicting information. We contacted HP for some final details that no one could discover through research (total sales, for example). The team presented the HP Sprocket to the class.

5/16: Team Meeting, Google Hangout: The team planned the mid-term report. We reviewed each one's responsibilities.

5/17: We uploaded our report and communicated via text and finalized.

5/29 Team Meeting, Starbucks: We discussed the marketing strategy and narrowed it down to most relevant promotion channels. We researched the costs of social media advertising, tech fairs, and google AdWords. The previous slides were updated and enhanced according to the more current work. We discussed various ways of implementation and control. We also came to agreement on the budget and the control of the budget.

6/1: dress rehearsal presentation. Followed by meeting. At the meeting, we discussed streamlining the presentation. We decided that we could cut down 5 slides to make them more direct. We added a slide that showed sales in a clearer way. We divided the remaining work for the final paper. The decision was made to dress as a real marketing team.

6/8: Presentation.

6/12: Final Meeting. We reviewed final work and fine-tuned the budget. We added more money to the budget, and discussed how best to use for each segment, concentrating on our main segment - Mother's with children. Set deadline for all work done 6/13.

6/13: Loaded final work and collaborated using What's App. Each team member reviewed all sections and made minor changes.

6/14: Final changes were made after discussion. Each team member paying special attention to each other's figures and work. Finalized the marketing log.