

— Step In and Power Up — 



MARKETING PLAN 2018-2019

PowerCloud
1401 S. Grand Ave
Santa Ana, California 92705

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Executive Summary

We all live in a world where technology is continuously growing in use, if we look around we'll see that most people are on devices. 62.9% of the world's population own a cellphone and this percentage will only grow, by 2019 it's expected to be at 67%. Chargers are a necessity for our technological devices, many people experience their batteries dying when no outlet is available to charge it. We make products that wirelessly, effortlessly, and simultaneously charge personal electronic devices. Here at PowerCloud we want to solve that problem. PowerCloud is a company that started in November 2017 with the goal to eliminate wires and to create a revolutionary, hassle-free product. Our company consists of two main products, Transmitters and Receivers but these two devices can come in different forms to fit various consumer needs. Our technology works using radio waves to wirelessly charge devices. We have five different product lines, our main product is the Cumulus 25 which is our home transmitter which can all devices in a twenty five foot radius. Next is the Nimbus Transmitter which is a mobile device that can fit into a pocket or be put into a backpack. Also, we sell the Cirrus that connects to the cars port for charging while driving. Our last product is the Stratus which is the size of a flashdrive and is a USB transmitter, we also have the Alto receiver to receive the energy.

About the Business

Company Overview

PowerCloud is a unique wireless charging company that was founded in November 2017, as part of the technology industry. We are located at 1401 S. Grand Ave Santa Ana, CA 92705. We have three co founders, Sergio Garcia our Chief Executive Officer, Paola Rosas, Chief Operations Officer, and Julian Torres, Chief Financial Officer. No outside investors are involved at this point, though we are looking for investors in the new future for marketing and research and development.

Mission Statement

Our mission is to provide customers a revolutionary and convenient way to charge multiple devices at once, by providing products that allow our customers to wirelessly charge all of their devices at once without the need of always being tethered to

Market Analysis

PowerCloud is a new, revolutionary company that fits into the technology industry and the wireless charging industry. We deal with pure technological devices and our product lines consist of chargers like transmitters and receivers. We are fitting into today's world and we are becoming part of the future with technology. We have surpassed other companies technology level because we are able to wirelessly charge multiple devices, we also carry five product lines that fit into different scenarios. With the increase in technology the wireless charging industry is at its peak. In the wireless charging industry there is a lot of competition from other companies that are trying to get to the technology level that we are currently at. Since the increase of technology there has been a greater demand with wireless charging because people find it easier to have a mobile charger in their hand. We are meeting that goal and more by providing what the people would like and adding in more. PowerCloud appeals to the customers through social media, we have Instagram, Facebook, Twitter, and YouTube. We also use a more traditional way of advertising like catalogs, brochures, and in the future we will be having raffles so we can attract customers.

Industry Outlook

Our industry is more than likely to continue to experience this growth of demands for wireless charging and for our high tech products. As the demand for more advanced technology is met we are going to receive more competition because even though we are more advanced now, other companies can eventually catch up. The way that we will stay on top is by continuing to improve and advertise all our devices, we will also listen to the people and what seems to bring in more sales.

Target Market

Our target market ranges from teenagers working part-time to middle aged adults earning above average salaries. Our customer base mostly includes those who are involved in the world of technology. Business offices, coffee shops, malls, and schools would benefit from our products. The reason that they would

Competitive Analysis

List of competitors

- Samsung
- SEO
- Anker
- Choetech
- JETech
- Pasonomi
- Docooler
- TYLT
- DiGiYes
- BEZALEL

Many of these companies mainly provide wireless chargers for phones. Which is an advantage for our company because we would provide wireless charging throughout a amount of space not limiting your movement throughout a room, etc. and it can charge all your devices with the receiver attached simultaneously unlike the companies listed above. For the companies competing with us we are stronger in some ways and weak in other. We are strong as a company because we are able to come up with a device that will wirelessly charge your devices throughout a certain range with just an attachment to your device to do that. For other companies they have stationary devices that you need to have near your device to charge and this is a disadvantage that will limit your working area and will stop you from having your device charging and anywhere you want without wires being in the way. One of our weakness would be that our company isn't as big as for example Samsung so it would be a bit harder to spread our device. The competition would often make their new product public by having Social Media to announce their new products and such, along with having Mail Order Marketing which is a form of opening your product to new people and a have people informed in a different way, Product Giveaways is another form of strategy having people know what your product can do and why people would want it, Point-of-Sale Promotion and End-Cap Marketing this strategy will inform and grasp people's attention wherever they might see this display it is often seen in stores to promote a new product,

Customer Referral Incentive Program is one of the best ways to make people be motivated enough to have their friends join in on the new product their just bought by this simple ad, “Send a friend 20% off, and earn \$20 yourself”, Causes and Charity by having this strategy you are seen as Businesses and nonprofit organizations who can also use the program for cause marketing and nonprofit fundraising programs.

Companies and charities can not only raise money through online auctions, but create awareness for a specific cause or charity. Branded Promotional Gifts this strategy is an advantage because you are able to get people to have free items with your company name on it and this would create more awareness you our products, Customer Appreciation Events this is a great thing to do because we would want our customers to be welcomed and thankful when in our company, to help time-strapped business owners show customer appreciation; After-Sale Customer Surveys this is good to have so you and the company would know what they are suppose to change and improve, the after-sales survey gives you invaluable insight into how customers feel about your company — and shows you the most profitable areas for improvement. In the future we plan on expanding our products and becoming more creative with our designs. We would like our product to be an item people can depend on and would be reliable and convenient for them. Convenient because they would be able to have a movable and charging working space without any restrictions , which are in that case the wires plugged in to charge all those items. That’s why our product would benefit everyone at any age especially if they constantly have to charge their devices.

Marketing Mix

Products

We have five different products that are currently out, we have the Nimbus which is portable charger it's lightweight and small in size. The Cirrus is another product we have and it connects to the car's port, it charges within the car's range. The Cumulus is a home product that can charge multiple devices within 10 foot radius. We also have two new products. The PowerPack is a solar charged backpack, that can charge multiple devices at the same time. And Nimbo is our speaker, you can enjoy your music while charging your devices. All of our transmitters work in together with your device to continuously and wirelessly charge all your devices at once.

Pricing

At PowerCloud our pricing is 100% mark-ups and 50% profit. This means that the pricing we use is cost plus pricing. Based on a survey that we sent out to people they were willing to pay the prices for the products. Value based pricing is what our customers believe that our products are worth. At PowerCloud we price our products based on what our customers think their worth and the cost to make them. Our prices are set high because there is a high demand for the technology we provide.

Placement

About 65% of the sales will be from business contractors. 25% will be from when we attend trade shows. 6% of our sales will also be from online sales (website) and about 4% from other sales from credit card sales.

Promotion

We are promoting our company in two different ways. We have social media and a more traditional way of advertising, our goal through all our advertisements is to attract customers to our company. We use different types of social media apps to advertise, we use Instagram, Twitter, Facebook and through YouTube. We use social media to attract our younger customers since these apps are very well know. We also use a more traditional way of advertising, we advertise in our trade shows and also through our website, our internet banner, email market, commercials, radio/tv, and print ads. The traditional way of advertising will attract our older target market since they usually don't use social media.

Positioning

Powercloud wants to promote an image of us as the future of wireless charging technology. We want to be known as revolutionary. We have wireless products so we are able to obtain a clean, professional look.

Market Trends

Wireless charging is becoming a more popular and efficient way of charging your personal devices. Portable chargers have become a trend in today's society because of how they're able to go anywhere that you go and there's no worries about finding an outlet. We believe our products will surpass other products because as the market grows so will consumers' desire for an updated solution in wireless charging.

Industry Analysis

Marketing Risks

The risk that we take is not being able to sell enough products, causing low sales, which would lead to insufficient revenue to meet our break-even point but we would use a promotional strategy to bring the sales up.

Financial Risks

Financial Risk Our risks would include having a financial situation where we would not project enough sales. The way that we would generate more sales is by using a promotional pricing, we would advertise on tech websites and get our company's name out there.

Competitive Risks

If our products grow rapidly, other tech companies can get ideas based on our products and create them themselves. Although they would take some of our ideas we would still be the Leader in the Industry and we would have all the original products. We would continue to add to our product lines so that we can stand out and add more features that will appeal to our target market.

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