Product Brainstorm

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The Product that Learning Team A chose was conceived by Khadya Hale. After each Team member conceived of their products, Khadya’s idea was chosen as the best one. The “Like A Boss Academy” membership site is comprised of talented, uplifting, and focused individuals who want to share skill and promote positive outcomes.

# Product Description

The site will be comprised of resources and tools to help new entrepreneurs who want to launch an online business get started. Additionally, there will also be resources for those who've been in the game a little longer to assist them in turning their business into their Empire. Resources will be on subject matter ranging from social media marketing and management, creating and implementing business systems, goal setting boot camp, 30-day challenged, Resources page linking to reputable information for business growth, starting a VA (Virtual Assistant) business, as well as finances and tax information and live workshops.

## Target Audience

Female, ages 25-44, located in the United States, service-based entrepreneur, in business 0-4 years, earns more than $57,000 a year and has a family (with kids/just kids). They are struggling with juggling their family and their business and one/both may be suffering. My audience enjoys spending time with their family but notice that the amount of family time they have is decreasing. Additionally, they spend a lot of time Googling topics to learn how to scale their business and a lot of time browsing YouTube videos looking for information to apply to their business. They are annoyed that they can't find everything they need in one place and just as annoyed that they are unable to get a response from the creators of the content they're viewing.

### Competition

The competition for the Like A Boss Academy will be the VA Classroom, YouTube (entrepreneurial based information), and business coaches. The VA Classroom is well known in the Administrative Support services business and provides extraordinary detail on much of the subject matter provided by the Like A Boss Academy. The difference comes down to price and reputation. The Like A Boss Academy will be designed to be affordable for most at a rate of $49.99 per month versus the VA Classrooms hundreds of dollars depending on the course and the wide-ranging process of business coaching. When it comes to reputation, the VA Classroom has years of experience on the Like A Boss Academy.

#### Team Member Ideas

New product by Michael

There are many types of coffee namely cappuccino, Americano, Latte, Mocha, Espresso, Macchiato among others. These types are widely known to many Americans and mostly to middle class population. The cost is very high for the low class citizen. Therefore, the team would like to introduce a new type of high-quality coffee. The main attractiveness of this new high-quality coffee is its lower price compared to those in the market, such that it will be consumed by citizens of all classes. The coffee will include the combination of the ingredients used to make Caffe Latte and Espresso. Following the customers taste, each new coffee drink will have different compositions of Caffe Latte and Espresso. For instance, a coffee drink may have 30% Caffe Latte and 70% Espresso while another may have the same amount of both types of coffee.

 Description of the industry

There are many restaurants and coffee shops who are selling coffee to the American population. However, they sell each type of coffee at a time. The coffee price in some of these restaurants is too high for the low-income earners, and their customers are the middle and the upper-class people. Mixing different types of coffee and selling them at relatively low prices will give the team the competitive advantage and help it stand from the competitors. The competition will come from coffee shops and restaurants who sell a specific type of coffee either Cappuccino, Caffe Latte or Espresso because people are used to a specific flavor and will not like to try something that has just been introduced to the market. The selected target market is both low and middle-income earners who will want to save something after purchasing the coffee. Apart from low prices, they will also enjoy high-quality coffee which comes in different flavors.

The team will locate its coffee shop in a busy town to capture the interest of employees who rush to work every morning and entice them to have a cup of high-quality coffee that will help cheer up their day. The team will also ensure that it positions itself near campus or a college. Most of the college students are broke and the little they have they will like to save to be used for other purposes like having fun. Assuring them of a high-quality coffee at a lower price will make them buy the new product which will increase the sales and make us break even at a shorter period. Apart from the readymade coffee the team will also have a packed coffee which is a mixture of Latte and Espresso and attach an ingredient to it. Finally, the team will be selling to customers who would like to make coffee while at home and enjoy it with their family members.

**New product by Nella**

Description: Many non-profits and small businesses do not have the resources to promote their business. My product would a group of volunteers experienced in event promotion and social media who help them get off the ground. The services provided would be to develop their online presence, provide tips and resources on how to market their company.

Target Audience: Non-profit organization leaders and small business owners. Any age within the United States.

Competition: Paid marketing teams would be our biggest competition.

**New Product by Samantha**

My product is a phone dock for your car that when you shut off your car it beeps to remind you not to leave your phone in your car, similar to how your car beeps to remind you turn your lights off. This is something I always do, and this winter it was so annoying to go back out into the cold to grab my phone. The dock can also charge your phone and link to the cars speakers via blue tooth to play music and make calls. There is a huge target audience for this product because practically everyone of all ages, sex, and income levels have cell phones. Also, the product has multiple functions so it will appeal to a broader set of users. There are several phone docks on the market from ones that clip onto the dock, magnetic, and gripping docks. There is competition from brands like iOttie, Popsocket, Steelie.

**New Product By Kristi**

 My product will be eyeglasses that use retina scanners and automatically adjust its prescription without having to visit an ophthalmologist every year.

Description: The site will be comprised of example videos of how the tech works, proof of beta testing, proof of technological support, listed areas to obtain fitting and testing, Q & A and Evaluation procedures, social media strategies for informing people of the benefits, sites for training people to be able affect change, and job postings.

Target Audience: Humans, between the ages of 0-100, located in the United States (to begin with) who require glasses to see, as a result of their ocular inadequacies. This audience are those that are color blind, have astigmatisms, or a condition that can be resolved by glasses.

Competition: All Ophthalmologist Offices, eye glass manufacturers, other low tech, low budget eye glass competitors. Large eyeglass companies such as Zennioptical, Xleyewear, Eyeglass Direct, and others.

References

7 Steps to Figure Out the Identity of Your Ideal Client. (2017). Retrieved from https://www.karenpattock.com/7-steps-to-figure-out-your-ideal-client/