Marketing Plan

Author

Institution

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# Business Mission

## Mission Statement

1. To provide college students with a backpack that contains a built-in solar charger for laptops and mobile phones. The purpose of installing such a charger in a backpack is to save extra time that students might require for charging their phones and laptops.
2. The purpose or mission of providing a backpack with a solar charger is; with such backpack, students would not require to carry a portable power bank in their bags that occupies extra space and lasts for a limited time.
   * 1. The company has brought a new idea to the luggage manufacturing industry.
     2. No such company has come up with the idea of installing a built-in solar charger for laptops and mobiles. So, students can understand the importance of a solar charger in the backpack.
     3. In the years to come, the company plans to install solar chargers in other luggage types to save backpacks. So far, the solar charger in the backpack has low storage capacity due to its small size; however, the company plans to increase the storage capacity of such a solar charger.

## Situation Analysis

### SWOT Analysis

#### Strengths

* Large customer base due to large demographics of college students who need such a backpack.
* The backpack contains separate compartments for books, laptops, and mobile phones.
* The backpack’s material is waterproof.
* Available in different colors and the company also provides customized backpack concerning the aesthetics of the backpack.
* A wide variety of distributors can help boost the sales of such a backpack.

#### Weaknesses

* In order to increase the storage capacity of the solar charger while keeping the charger dimensions the same, high cost is required.
* The power storage capacity of the charger is very limited.
* Owing to limited resources, a limited number of units were produced.

#### Opportunities

* The biggest opportunity is; our company can address all the shortcomings in this backpack by the time other luggage manufacturing companies start replicating this idea. So, this will give us a competitive edge over other manufacturers.

#### Threats

* No aftersales maintenance services of the batteries are offered. So, our customer base could be affected if the battery of solar charger malfunctions due to any reason.