

2@KR

Introducing

MUXIFYR3



Launch a New Product

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TRANSMITAL MEMORANDUM

TO: Mr. Ali Moazam, marketing consultant

FROM: BBA students, CASE Business School, Islamabad.

SUBJECT: Launching an interactive player for music lovers

On MAY 1, 2010, Mr. Ali Moazam (Facilitator) asked that we (BBA STUDENTS) submit a detailed analysis about the current market situation and match this environment with a product with respect to music. For that purpose, our team has completed all our restless efforts. This report is now finished and attached to this cover memorandum.

By analyzing all the facts and figures, our recommendation is this: Almost 75% market in Pakistan is totally sheltered with music and this should be profitable too.

This recommendation was arrived after a research over the past month. In this period, our team has adopted many types of research including surveys and focus group interviews.

Focus on the investigation of this report, it is very important to enlightened certain members to provide a powerful helping hand in research including

- Mr. Rizwan (Interview team member)
- Mr. Aqeel (Interview team member)
- Mr. Kamran (Research team member)
- Ms. Arooj (Quantitative research)

OVERVIEW OF TOTAL PROJECT

1. INTRODUCTION

Our total project is based on the interactive music player that is especially for the music lovers aging from 13-26. For this purpose our whole team made efforts from its planning till the end and now it's the time to show our restless efforts. Before starting some details of the project we would like to introduce some leading hands in this task which includes:

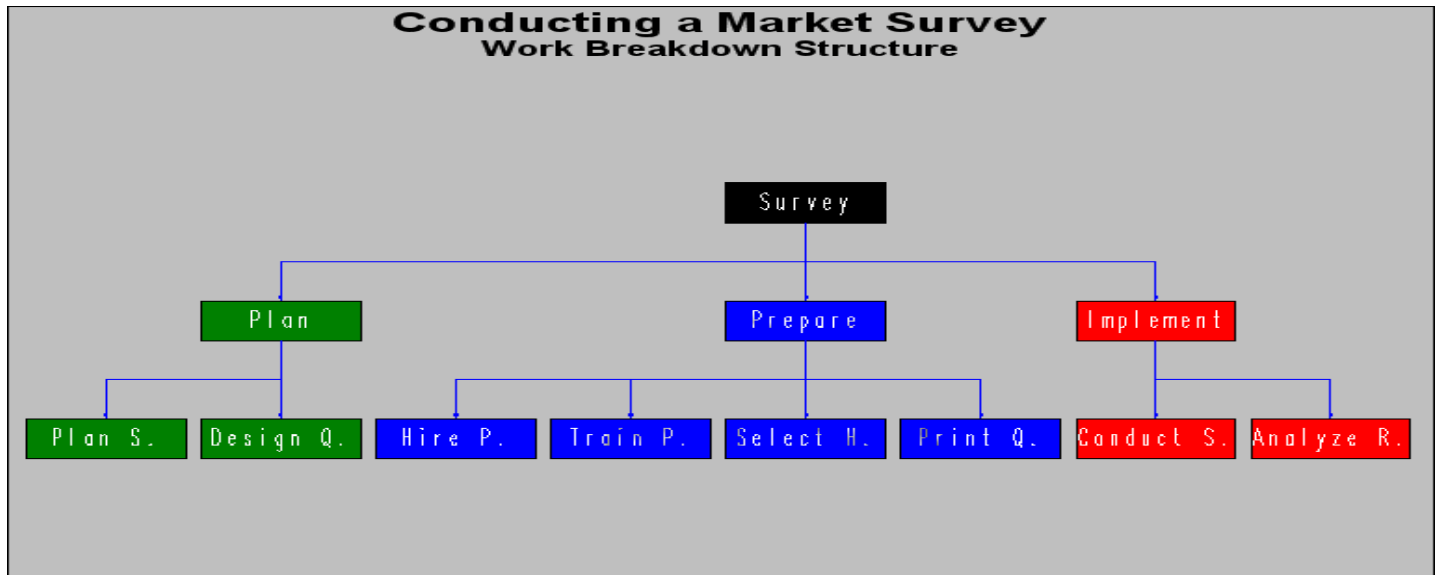
- Mr. Kamran
- Ms. Arooj
- Mr. Aqeel
- Mr. Rizwan

All these core hands in this job collectively examined the minds of individuals through their planning and checking the goal congruency continuously. We all faced different problems at different times but as long as we are together, problems were over come. Moreover, Judgement and analysis was the hub of our whole mission. At the start our entire team faces certain issues which include:

- Quantity of Market selection for our product
- How to meet our target cost with expectations?
- Perfect positioning of our product
- How to walk into the fog?
- Planning for effective communication

WORKBREAK DOWN STRUCTURES

To solve all these dilemmas, our project has been organized into the work break down structures. These structures clearly define our project scope and form the basis for planning, executing and controlling project activities.



2. OBJECTIVE OF MARKET RESEARCH

Traditionally, marketing researchers were responsible for providing the relevant information and marketing decisions were made by the managers. However, the roles are changing and marketing researchers are becoming more involved in decision making, whereas marketing managers are becoming more involved with research. The role of marketing research in managerial decision making is explained further using the framework of the "DECIDE" model:

- **D** Define the marketing problem
- **E** Enumerate the controllable and uncontrollable decision factors
- **C** Collect relevant information
- **I** Identify the best alternative
- **D** Develop and implement a marketing plan
- **E** Evaluate the decision and the decision process

The DECIDE model conceptualizes managerial decision making as a series of above mentioned six steps.

RESEARCH APPROACHES

To analyze our audience our team focused on two research methods which are as follows:

1. Primary research
2. Secondary research

Our secondary data includes all research of our current users in the market. Moreover, population of Islamabad and our target market analysis all depends on all this secondary research methods. Some main points extracted from primary research are:

- Trend of the market
- Recent mp3 players competitors
- Current users
- Different characteristics of the current users
- Perceptions of the consumers in the market

PLANNING PRIMARY DATA COLLECTION

RESEARCH APPROACHES	CONTACT METHODS	RESEACH INSTRUMENTS
Observation	Mail, personal	Questionnaires
Survey	Online research	

On the other hand, to do a proper primary research our whole marketing team has conducted a brief survey form including life style section. Moreover this investigation also includes some direct interviews of different students in different universities. More and less we all got same results from different sections in the populations which are discussed in the later.

Later on, our team recognized that all these investigation procedure cost too much than the allocated budget so we finally decide to adopt some low cost techniques of investigation which includes mail personal interviews. However, we noticed that as for as mail interviews are concerned a large part of our cost can be saved. Hence these mail interviews were not very flexible-all respondents answered in the fixed order and it usually took longer to complete. Lack of control was also one of the big problems in this type of analysis. All these experiences created an output for our team which is as follows:

	Mail	Personal
Flexibility	Poor	Excellent
Quantity of data that can be collected	Good	Excellent
Control of interviewer effects	Excellent	Poor
Control of sample	Fair	Fair
Speed of data collection	Poor	Good
Response rate	Fair	Good
Cost	Good	Poor

COMPETITOR ANALYSIS

To observe a more realistic picture, we move towards competitor analysis in strategic management which provides an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context through which to identify opportunities and threats. Competitor profiling coalesces all of the relevant sources of competitor analysis into one framework in the support of efficient and effective strategy formulation, implementation, monitoring and adjustment

Competitor analysis has several important roles in strategic planning:

- To help management understand their competitive advantages/disadvantages relative to competitors
- To generate understanding of competitors' past, present (and most importantly) future strategies
- To provide an informed basis to develop strategies to achieve competitive advantage in the future
- To help forecast the returns that may be made from future investments (e.g. how will competitors respond to a new product or pricing strategy?)

VOICE OF OUR COMPETITORS

Apple's motto, "Think Differently," is a concept that the company does very well by creating innovative products that continue to define the world of our designs. None have succeeded in the manner of Apple.

MARKET SHARE OF COMPETITORS

So far at Apple's media event, the company has touted its 30,000,000 iPhone sales figures, 1.8 billion apps downloads, 75,000 apps available, iTunes 9, 100 million accounts with credit cards, 8.5 billion songs sold, Home media sharing and more. One notable announcement is the current estimated share that Apple's iPod music players have of the mp3 players market

As things stand, Apple says it has 73.8 percent of the market, followed by 18 percent held by "other", SanDisk at 7.2 percent and Microsoft at 1.1 percent share. Apple's own data shows that 50 percent of new iPod sales are to new customers (didn't previously own one) and the total number of iPod sales is closing in on 225 million units.

The fastest growing model is the iPod Touch, which has sold over 20 million units since it was unveiled two years ago by the company. This means that 40 percent of the "iPhone platform" is accounted for with the iPod Touch (20 million sales for Touch, 30 million sales for iPhone).

CURRENT PRODUCTS OF APPLE IN MARKET

In this current market apple iPod have following products. Detailed functions are properly listed in the table with relative prices. This overview gives us a hope that our music player is the best choice in their price range.

1. Touchmate TM-MP44GNO (4GB)

PKR 4090

Storage Capacity	4GB
Screen Size	1.8 Inch
FM Radio	Yes
Video Playback	Yes
Video Output Jack	Earphones
Rechargeable	Yes

2. Touchmate TM-MP48GNO (8GB)

PKR 5590

Storage Capacity	8 GB
Screen Size	1.8 Inch
FM Radio	Yes
Video Playback	Yes
Video Output Jack	Ear Phones
Rechargeable	Yes

3. Touchmate TM-MP42GZN (2GB)

PKR 3690

Storage Capacity	2 GB
Screen Size	1.8 Inch
FM Radio	Yes
Video Playback	Yes
Video Output Jack	Ear Phones
Battery Life Audio	Info n/a
Rechargeable	Yes

Our Slogan



Feel The Fyre With MUXIFYR3

3. Purpose of the Research

Purpose of the research is to find the place for our new mp3 player in the market. The research will provide the broader picture of what is the potential market of mp3, how many people in Rawalpindi/ Islamabad use mp3 player/ mobile for music. The main purpose of the research is to find the target market or the potential consumers for our new mp3 player.

The questioner solve by the people will provide us the followings aspects:

- Savings
- Music consumption place
- Music consumption timings
- How our potential consumers can be approached (message delivery channel e.g. web, TV, radio etc.)
- Existing player's market and their satisfaction level
- Price range of our product
- New features which can be introduced

These all aspects of research will provide us the help to place a strong impact on the market and give some tough time to or competitors. As Rawalpindi and Islamabad are the target markets so the questioner will focus on their needs and consumptions.

4. Questionnaire Analysis

Section in the questioner:

The questioner has been divided into different sections, the purpose of this division is to ease the research and provide a broader picture of the research. The different sections are as follows:

Savings

This portion of the questioner will provide us the information about how much money the people of the age group of 13-26 save on average each month. This will help us in determining the price of our mp3 player.

Consumption

Consumption place:

The name of the portion describes it all. This portion will help us in the promotion because it gives us the information about, where our potential consumers mostly listen to music.

Consumption time:

Young generation, love to listen music round the clock, some less than that. So this section tells us the data and information about the music listening timings and the average hours of music consumption.

Music devices used

This section gives the analysis of the music listeners who listen to music on different devices. Like some music lovers listen on car audio while travelling, some listen on mp3 players and some listen on music system at home. So, this section will provide us the percentage of the different devices used for music.

Promotions

Promotions Channels:

Promotions are the most important in the launching of the mp3 player or any product. This section will analyze the data which comprises of:

- Consumption of Internet, T.V and FM.
- Also the consumption time of these mentioned promotional channels.
- Most watched T.V channels and most listen FM channels are the best promotion channels for our new mp3 player.

Brand in use analysis

Brand in use:

The purpose of this section is to collect and analyze the data about the current used mp3 player brands. And also the price of the mp3 brand in use so that our product price range will be determined.

Brand features:

This sub section will provide the favorite features of the current brand of mp3 player using. This will give us the opportunity to introduce features in our product that has not been considered. The memory is another feature that should be considered in this section.

Satisfaction level:

Most important sub section, because the satisfaction will provide outcome for capturing the market for that mp3 brand having low satisfaction.

Desire for new mp3

Desired features:

It will provide the analysis for the features not in any brand or the features which should be improved in the new product. This will analyze the brand quality and willingness to buy, for new mp3 player.

Desired Price:

This sub section is somewhat linked with the saving section because it will analyze the data about the price range that should be of an mp3 player. It also provides the information about what should be the ideal price for the mp3 player consumer willing to pay.

Life style section

Extra Curricular activities:

This will provide the information about the life style or the activities other than music to know the life style of the people.

Favorite shopping areas:

This section will provide the information about the favorite market places other than music places. This will provide the analysis about the most shopping places and the promotion campaign should consider that market

Work Sheet Analysis

Savings:

The age group which we are targeting is between 13-26 years. Mostly these age group people are student who do not have any job but get money from their parents. So in this section we are focusing on the savings that has been made by the people.

After analyzing the questioner the percentages tell the entire story.

- Saving of 0-500 Rs **57.50%**
- Saving of 501-1000 Rs **31.25%**

- **Total 88.75%**

Pricing Factor:

This data shows that mostly student do not have that much income to buy an mp3 player. The combine total of the 88.75% will help us in determining the price of our mp3 player which is the key factor in the marketing mix of the product.

Consumption Place:

There are people who love music round the clock and at any place, results of this section tell us that where young people mostly listen to music. The results of this section of the questioner are:

- **60%** listen music at home
- **56.25%** listen while travelling/Driving to campus
- **30%** of music lovers listen to the at the campus*

* Questioners are solved by students

This result shows that 60% of listeners at home and 56.25% of listeners while travelling/driving to campus listen music.

Promotion Factor (Marketing Mix)

For the launch of our mp3 player in the market the promotion of our product is very important. The results which are 60% at home and 56% while driving/travelling to campus will provide us the opportunity to approach them at these places via different channels e.g. TV and radio. With these results our policy will be to give these users at home and at the different traffic signals pamphlets of our product. And also to target these 56% travelling/driving users, we are considering advertising our mp3 player on billboards to capture the attention.

Consumption Time:

After going through the questioner and defining the sections the consumption time of music is very essential for us. The results concluded from the questioner are:

- **37.50%** listeners gives 1-2hrs to music
- **21.25%** of listeners gives 0-1 hrs to music
- Total of **58.75%** music between 0-2 hrs

Product Features (Marketing Mix):

This section of the questioner inform about the music consumption in hours so, the analysis show that 58% listeners gives 0-2 hours to music. This percentage of 58% will make us to enhance battery life/time of our mp3 player so that people can listen more music and find our mp3 player battery life as the best.

Most watch T.V channels:

The research containing group of 80 people shows that:

- **31.25%** watch Geo entertainment
- **16.25%** watch Star Plus and other Movies Channels

Their percentages give us the information about the life style of people and also their T.V watching habits.

Promotion Factor (Marketing Mix):

With these results our advertising campaign will run on T.V channels e.g.

- Geo entertainment
- Movie Channels
- Local Music Channels (e.g. Aag, M TV Pakistan)

Most Listen FM channels:

Media is very strong tool in promoting a product and for that purpose this section of the questioner is designed so that to know which medium to choose for advertising. FM channels are very much in business because they can be tuned-in any where while driving, hanging out, at campus etc. The top 3 percentages of this section are:

- **31.25%** listen to Power 99
- **22.50%** listen to 106.2 Hum FM
- **18.75%** listen to City FM 89

Most Viewed Web sites:

The results of most viewed websites are:

- **53.75%** are face book users
- **37.50%** are Google users
- **27.50%** are Hot-mail users

Promotion Factor (Marketing Mix):

As face book is banned now a days so our 53% of the consumer will not be directly targeted but 37% of Google and 27% of hotmail can be target because students generally uses these web sites foe study purposes and also for the information sharing. So, we are considering advertising on these sites for our mp3 player.

Brand currently in use and Price:

The results of this brand currently in use analysis are:

- **38.75%** are non users of mp3 player
- **36.25%** uses IPod

These result shows that there is only one major brand IPod which is leading in the market.

Competitor and Pricing Factor (Marketing Mix):

- **33.75%** have price range from Rs 8,000-10,000
- Total users having price ranges from Rs 2,000-10,000 are **48.75%**

Pricing is another factor that has risen from this section there are products price ranges from 2,000 -10,000 Rs. So, it is important for us to introduce a low price product in between the range mentioned above.

Desirable Memory:

The result of the survey which is conducted by us showed that desirable memory of mp3 player required by potential users is 5-20 GB. The total population which is surveyed is 80.

- **42.50%** 5-10 GB memory
- **28.75%** 10-20 GB memory

Product Features (Marketing Mix):

Out of 80 people 34(42.50%) desired to have mp3 with memory of 5 – 10 GB. The second largest demanded memory level is 20 GB. Since 28.75% people of total population desired to purchase mp3 player with maximum memory of 10 – 20GB.

Satisfaction Level:

Survey showed 20% of those people who are highly satisfied with their mp3 player and 18.75% are those which are some what satisfied with their existing product. 5% population of total survey is neither satisfied nor dissatisfied it means they are indifferent whether they going to purchase new product. 7.5% are those which are some what dissatisfied but willing to buy new mp3 player. Where as 10% is highly dissatisfied. The reasons for satisfaction and dissatisfaction are

- Sound quality
- Battery timings
- Memory

The most interesting thing is that 61.25% population don't have mp3 player so it is an opportunity for us to target this population and make them our potential customer. We will provide 20 GB memory with high quality sound and battery life to satisfy customer with our new product.

Product Attributes:

Top six attributes which we asked were memory, battery, equalizer, inbuilt speaker, recording and touch screen. From these attributes the most wanted feature is memory which is equal to 41.25% of total population people want to save more songs in their mp3 player so they can easily enjoy more songs in one device. The other feature which has high percentage is battery (36.25) due to high battery time people can listen songs for a long time. While launching our product we consider these attributes for customer satisfaction.

Willingness to pay:

The target market for our mp3 player is 16, 00,000 and the age range lies 13-26 so we conducted a survey of 80 those people who lie in this category. Large part of population consists of students which have maximum saving of 100 to 500, so it is difficult for students to pay high amount for such devices. The price which is willing to pay by the consumers is Rs 2000 – 5000. By analyzing this population we will set the price of Rs 3,500 for our product this price is suitable for students and for those who can not afford high price. Through this price we can target not only the upper middle class but also those who want to buy our product but could not have been able to afford it if we go for higher price then this.

Desirable Product Attributes:

The most important and extra features which customer desire are extended battery life and memory card slot so we will defiantly provide these extra features in **MUXIFYR3** to fulfill customer needs and provide them satisfaction. Due to advance technology, the demand of touch screen mp3 player is near (29% of total population) but we also have to consider the price of our mp3 player which is Rs 3,500. May be it is not possible for us to include the attribute of touch screen but we will consider it when we launch our 2nd product after one year.

Extra Curricular Activities:

The curricular activities mentioned in the questionnaire that they play sports (36.25%), spending time with friends (45%), surf on internet (45%), chatting (32.50%) of the total population. From these activities we conclude that every one can easily enjoy music while doing these activities. And through internet we will promote our product for those who spend more time on surfing internet.

Shopping Area:

The question of favorite shopping area helps us to place our product to that area which is easily reachable for customer. Four places which are

- Blue area (31.25%)
- Jinnah super (20%)
- Super Market (13.75%)
- Sadder (43.75%) of total population.

From these places the %age of sadder and blue area are high so we will more focus on these two places because sadder is easily reachable for Rawalpindi population and blue area is for Islamabad population. Not only these two places will we place our product at metro and other retail outlets which are near to the customers.

SWOT Analyses

Strength:

The main strength of our mp3 player will be the extra features to satisfy consumer's needs. Instead of only attributes the affordable price is also our strength because through this price we can easily target the market of those who are interested in buying mp3 and at price and disk space we can hit apple iPod.

Weakness:

Due to our price range, we can not induct advanced features e.g. touch screen. The current economic and raw material prices and also their availability will be an issue.

Opportunity:

We can easily acquire the market with our more attributes (e.g. disk space, battery time, memory card slot etc.) and also price.

Threat:

We are new in the market and this will be a big challenge for us to compete with competitors like apple's iPod, Sony walkman etc., and take share in the market. The current economic and environmental situation in Pakistan can also be one hard hurdle to either cross to narrow down.

Main Features of Our Product

MUZIFYRE's dimensions are 3.5 x 2.5 x 1 in length, width and height respectively. This includes the touch screen of 3x2 inches. This product has the disk space of 20 Gb. which enables to copy about 4,000 mp3 songs. **MUZIFYRE** has the best battery time among its competitors of 12 hrs. In-addition there is an external battery pack, which increases the battery time to approximately 20 hrs. **MUZIFYRE** has its inbuilt speaker and also inbuilt mic which can easily detect and record voice from the distance of 5 meters. Unlike many other mp3 players **MUZIFYRE** can be charged directly with an adopter/charger. Another new feature is the ability to make the play list of your own. With all these features one may think that it's difficult to operate **MUZIFYRE** but with smooth and easy operations this product can beat its competitor in the future in this field too.

MUZIFYRE's main features are as following,

- Color screen
- Dimensions (2 (Width) X 3 (Length) X 1 Height))
- Memory (20 GB)
- Battery (12 hrs.)
- An additional external battery packs (8 hrs.)
- Charging time one hr (main battery, 30 minutes for the external battery pack)
- In-Built speaker
- Hands free
- Ability to do recording
- Option to charge with a charger
- Equalizer
- Ability to create your play list (including the song lyrics and singer's names visibility)
- Memory Card Slot
- Available in 12 different basic colors
- Ease of Operation

Promotions:

Promotions will be done on Cable Net Work. Ads type will be L, corner up and full screen ads. Time Especially b/w 7-8 am, 6-9 pm, 11pm-1am and through out the day once in one hour, at the following channels

- Star Plus
- Movies Channels
- Full Screen Ads)

Ad will be played 30 times a Day for 30 Seconds

We will also do Mobile Phone Marketing in which we will send about 500 sms through pt the day. News Paper Ads (Half Paged - Back page - Sunday)

We will also give our print ads in 5 Lead News Papers on Sundays, back half paged.

- Jung
- Express
- Dawn
- The News
- The Nation)

We will place our posters etc at the following places in Islamabad and Rawalpindi

- Jinnah Super
- PSO F-7
- Shell F-7
- Mobile Shops
- Illusions
- Saeed Book Bank
- Super Market (Mr. Books, Caltex, PSO)
- F-10 Markaz
- Saddar (Singapore and Dubai Plaza)
- Aabpara (Mobile Shops)
- Blue Area Mobile and laptop Shops

Estimated Marketing Cost (per month)	
Promotion type / place	Approx. Cost
Cable Net Work (L, corner and Full screen) (7-8 Am , 6-9 Pm, 11pm-1am , and once in one hour), (30 Times A Day - 30 Seconds) Star Plus, Movies Channels, Music Channels and eventually on Geo entertainment and Ten sports.	PKR 100,000
Mobile Phone Marketing	PKR 50,000
News Paper Ads (Half Paged - Back page - Sunday) 5 Lead News Papers (Jung, Express, Dawn, The News, The Nation)	PKR 80,000
Placing The Posters etc. at (PSO F-7, Shell F-7 , Jinnah Super (Mobile Shops, Illusions, Saeed Book Bank) Saddar (Singapore and Dubai Plaza), Aabpara (Mobile Shops) , Blue Area Mobile and laptop Shops, Super Market (Mr. Books, Caltex, PSO), F-10 Markaz.	PKR 100,000
Door To Door Marketing With Local Hawkers Every Sunday And Also on The Traffic Signals	PKR 100,000
Total	PKR 410,000

Per Unit Price, Cost and Revenue:

Total population of Islamabad and Rawalpindi (age 15-25)	1,600,000.00
Possible Consumer who will actually buy the product (%age)	70.00%
Possible Consumer who will actually buy the product (Number)	1,120,000.00

Per Unit (Approx.)	
Price	PKR 3,500.00
Making Cost (Material + Labor + Over Head)	PKR 1,500.00
Marketing And Admin Expenses (30% Of Price)	PKR 1,050.00
Total Cost	PKR 2,550.00
Saving Per Unit	PKR 950.00
One Year (Approx.)	
Total Revenue	PKR 3,920,000,000.00
Total Cost	PKR 2,856,000,000.00
Net Income	PKR 1,064,000,000.00

Units sold, Cost and Revenue through out the year:

	Units Sold (approx. /month)	Revenue (PKR)	Cost (PKR)	Net Income	Approx. marketing budget(PKR)
January	4,667	16,333,333	11,433,333	4,900,000	490,000
February	16,667	58,333,333	40,833,333	17,500,000	1,750,000
March	28,667	100,333,333	70,233,333	30,100,000	3,010,000
April	40,667	142,333,333	99,633,333	42,700,000	4,270,000
May	52,667	184,333,333	129,033,333	55,300,000	5,530,000
June	64,667	226,333,333	158,433,333	67,900,000	6,790,000
July	76,667	268,333,333	187,833,333	80,500,000	8,050,000
August	88,667	310,333,333	217,233,333	93,100,000	9,310,000
September	1,00,667	352,333,333	246,633,333	105,700,000	10,570,000
October	1,12,667	394,333,333	276,033,333	118,300,000	11,830,000
November	1,24,667	436,333,333	305,433,333	130,900,000	13,090,000
December	1,36,667	478,333,333	334,833,333	143,500,000	14,350,000
One Year	848000	2,968,000,000	2,077,600,000	890,400,000	89,040,000

Approx. Marketing Budget:

In the first month of our product’s launch we are expecting to have at most sale of 4600 units of **MUZIFYRE**. This will give us approximately PKR 16,000,000 (@**PKR 3,500 each unit**) in revenue and an approximately **PKR 49, 00,000** of net income.

In the first month of the product’s launch (January) we are giving an approximately **PKR 9, 00,000** for marketing budget.

From February to May we will allocate **10%** of the current month’s net income to marketing budget. In the month of June since its time of summer holidays, we will use more heavy promotions (on TV, radio, news papers etc.) and thus we have increased the allocated marketing budget to **15%** of the May’s net income. Again from July to October we have allocated the **10%** to marketing of previous month’s net income. For November we have again increased the budget to **12%**, and for December to **15%** to clear the shelf space.

Marketing Budget (approx.)		
January	February	March
PKR 890,000.00	PKR 490,000.00	PKR 1,750,000.00
April	May	June (15%)
PKR 3,010,000.00	PKR 4,270,000.00	PKR 8,295,000.00
July	August	September
PKR 6,790,000.00	PKR 8,050,000.00	PKR 9,310,000.00
October	November (12%)	December (15%)
PKR 10,570,000.00	PKR 15,708,000.00	PKR 21,525,000.00
	%age of the year's Income	Total year's allotted Mkt. Budget
	10.18%	PKR 90,658,000

Conclusion:

2@kRs new mp3 player named “MUXIFYR3” is low priced but includes maximum possible features at Rs 3,500. This product contains

- Color Screen
- Memory (20 GB)
- Battery (12 hrs.) and additional external battery pack (8 hrs.)
- One hour to fully recharge and its battery pack require only 30 minutes recharging.
- In-Built speaker
- Ability to do recording
- Memory Card Slot
- Option to charge with a charger

With all these features this product comes in variety of 12 different basic colors. Moreover its functions are very easy to operate with.

2@kR is of the view to promote this product through ad campaigns on Door to door, Mobile sms, Fm, Television (Cable net work) especially Star Plus, Music channels eventually on Geo entertainment and Ten Sports (after 8 months), Internet. About 10% of the total net income will be allocated to the marketing budget.

We are of the view that we will be able to sell at least 848,000 units of our product. This is about the 48% of the total market in Islamabad and Rawalpindi. After one year we are planning to introduce the next phase of the product including some upgrade and also some more technological features e.g.

- Touch screen
- Blue tooth
- Blue tooth hands free
- Upgrading in the disk space to 40 GB

This will be offered at again very low price of Rs 8,000. Since our current market’s willingness to pay is ranging from PKR 2000-5000 and PKR 5000-8000, there fore we can expect that we will be successful in that.

For the third year we are planning to offer our consumers a crystal clear mp3 player, which will have complete crystal look else the screen. It will have about 50 GB disk space and will have all the features of previous models.