Rocket Cart
Marketing 301 Final Project
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**Stephen Denny:**

Collaborated with the rest of the group to generate idea for Deliverable #1. Assisted with SWOT analysis and the competitive forces and economic factors. Helped identify target market and distribution channels for Deliverable #3. Composed PowerPoint slides and was the final editor and compiler of all material in a professional manner for Deliverable #4.

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**Emilee Drake:**

Collaborated with the rest of the group to come up with a product idea for Deliverable #1. Worked on the SWOT analysis and identified the current competitors in Deliverable #2. For Deliverable #3, helped identified the target markets, the distribution channels, as well as the positioning plan. For Deliverable #4, worked on the executive summary and helped to revise all other needed areas that were pointed out from our previous deliverables.

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**Yue Guo:**

Collaborated with the rest of the group to come up with a product idea for Deliverable #1. For Deliverable #2, contributed to the competitive forces, SWOT analysis, socio-cultural, demographic forces and helped to identify the target market. For Deliverable #3, helped to identify distribution channels and construct a positioning plan. For Deliverable #4, came up with the promotion plans and the methods to evaluate advertising.

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**Nicholas Javens:**

Collaborated with the rest of the group to come up with a product idea for Deliverable #1. Conducted the SWOT analysis and identified the current competitors in Deliverable #2. Identified the distribution channels, helped in the creation of the pricing plan and primary target market in deliverable #3. Made the necessary changes that were identified in our previous deliverables in the creation of the marketing plan for Deliverable #4.

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1. EXECUTIVE SUMMARY:

Rocket Cart is an innovative grocery list app that incorporates GPS navigation with objectives of getting users in and out of stores as quickly as possible and helping them find items in a timely fashion. The app basic function allows the user to put in a desired store and the items they wish to buy there. Then, the app will map out the fastest route of where the goods are located and also promote products and sales within those aisles. This also allows general consumers to see more deals and product reviews that they otherwise wouldn’t have.

First, this application has the potential to save households a lot of time by easily creating one shopping list among them. For example, family members have the ability to access a shared shopping list. Second, this app can keep user’s shopping lists as shopping histories, therefore, whenever users go shopping again, they can easily open their shopping history and refer to that as their new shopping list, which avoid users from creating new shopping list over and over again.

The distribution channels that Rocket Cart will use are Google Play and the App Store. Plans to make Rocket Cart available on Windows phones will be available at a future date. Android and Apple phones dominate the smartphone market; therefore, those distribution channels will be established first.

To promote Rocket Cart, a social media plan will be developed to spread awareness of the innovative features that Rocket Cart provides. Such social media websites would be Facebook, Twitter, and Instagram. Another form of promotion will be Rocket Cart’s “Grocery Store Dash for the Cash”. This will demonstrate the time saving capabilities of Rocket Cart, by
allowing shoppers to compete and make their way through a handwritten shopping list and then through a list on Rocket Cart to compare the speeds of both.

2. ENVIRONMENTAL ANALYSIS

   a. Competitive Forces

      i. Aside from the competitors listed below, our application has no direct competitors in the shopping list application category. Since our product takes the interactive shopping list one step further by mapping the grocery store or shopping center, this gives our group the “first mover” advantage. The only real foreseeable competitors or indirect competitors are other up-and-coming apps or the traditional pen and paper method.

   b. Economic Forces

      i. **Buying Power**: The “lite” version of our app is free, giving more customers the ability to expose themselves to the system, the benefits, and how the system operates. This “lite” version does not give the entire benefit to the customer the “Pro” version allows. By either initially buying the “Pro” version from the given app marketplace or upgrading within the app, the consumer can then expose themselves to the different coupons and offers given out collaboratively by the store, the product producer, and the app distributor (us). Offering this “Lite” version in the marketplace will allow us more initial customers and users into the database while
giving more rise to advertisers, thus leading to more expanding deals and savings within the “Pro” series of the app.

ii. Willingness to Spend: Given that the app is free and the general population enjoys anything with the word “Free” attached to it, one could make the assumption that those in need of the app would make the purchase. The goal of our group is to, in a sense, entice customers with free, and then offer more for a price. With luck, users will enjoy the ease, simplicity, and seamlessness of our app to the point they make the additional purchase. In the way or disposable income and other income categories which may be used to complete the purchase of the “Pro” version, our group will make the case that the money saved over use time with the additional offers and deals given will drastically outweigh the expense of the upgraded app. This transitional phase of the income will then yield more discretionary income for the user, be it one cent or one dollar at a time.

iii. Economic Condition: The current economic condition is considered to be in a recovery stage. This period in time is characterized by an increase in disposable income, and in willingness to buy. Given these factors, our group believes that we can sell our product, including the upgrade, to a large number of consumers. While the economy may be in a recovery,
consumers are still bargain hunting, and with the increased number of sales and offers given by the “Pro” version, we can entice the consumer on the basis of “Pay a dollar to save 10.”

c. Political Forces:

   i. There are no expected political influences or events that could affect our app.

d. Legal & Regulatory Forces:

   i. Needing the permission of grocery stores to be able to implement GPS mapping.

   ii. Needing the permission of grocery stores to implement GPS tracking of their inventory.

e. Technological Forces

   i. **Phone data plans:** There are a variety of phone data plans, therefore using our app should not be a problem for those users who have enough phone data, however, since Wi-Fi coverage is widespread on most areas, it also should not be a problem for those who only have a low phone data cap.

   ii. **Bad phone service:** Some areas do not have sufficient cell reception, and sometimes cell phone users can be in a “dead zone”, where they are unable
to receive phone service. Having bad phone service would create difficulty for those using the GPS feature of the app.

iii. App working across Android and Apple devices, so our potential users can easily install our app.

f. Socio-Cultural and Demographic Forces

The average grocery stores have a variety of products, which make it difficult for customers to find exactly where the product is within a short period of time, so it could be frustrated for customers who are in a rush to scan through many aisles until they find out what they want. Since time-efficiency is an important role in modern society, we believe it is a trend that the app will be broadly accepted among people who value their time a lot.

3. Competitive Analysis

a. Current Competitors

i. Mighty Grocery Shopping List

ii. Our Groceries Shopping List

iii. Out of Milk Shopping List

iv. Grocery IQ

v. Grocery Tracker Shopping List

vi. Grocery King Shopping List
There are many different grocery store list apps that are available on the App Store or Google Play. These apps all have common grocery list features such as creating a combined family grocery list with sorting options based on their location in a store, such as produce, deli, and so on. Also, many of these apps show different coupons or discounts currently at specific stores.

a. Product Differentiation

i. Among the several grocery list apps we have found that have similar features as our app, we noticed all those apps lack a critical feature, the GPS navigation.

4. SWOT analysis

Strengths:

- Combination of the online shopping list with GPS navigation.
- Available on the Apple Store and Google Play.
- Having the first-mover advantage, which might arouse user’s curiosity and bring creativity to the online market field of shopping list.
- Since it does have the GPS component, it can map out the most efficient route to take in the grocery store.

Weaknesses:

- Might be complex for people who have difficulties operating a comprehensive app.
- Not being as well known as other grocery list apps
● Requiring online connection to use the GPS feature, either that or it would use up the data in the customer’s data plan.

Opportunities:

● Creating a free or “lite” version of the app.
● Being the first-mover with a GPS grocery list app
● Offering coupons when using our app
● Potential to expand app into many grocery store chains.
● Potential to compare prices with other grocery stores that are included in the app

Threats:

● Potential of other GPS shopping list apps to arise.
● Difficulty of getting grocery store chains permission to allow GPS mapping of their stores

5. TARGET MARKET:

PRIMARY TARGET MARKET:

The target market for Rocket Cart is the time conscious family and newly relocated college-aged people. This selected target market primarily consists of two main segments: working class families, young adults. Although these are the larger target markets within which the Rocket Cart app will be operating and functioning, there can also be minor functionality in the target market related to the larger families with longer grocery lists, more grocery shoppers,
and list “editors.” Given the versatility of the product, Rocket Cart will provide its service to multiple markets outside of the primary focus.

The first common and typical characteristic of Rocket Cart’s target market is time-conscious. They want to get in and out of the store quickly without having to spend time walking around, searching up and down the aisles for their desired products. Therefore, the GPS aspect of where each desired product is located will help save time and energy. The GPS aspect in Rocket Cart is also great for newly relocated college students who may not know the area or where certain products are located in the store. It is also beneficial to them because they are price conscious shoppers who desire the biggest discounts. Rocket Cart will help them locate the best deals available.

The second characteristic of the Rocket Cart app is its convenience. For example, the handicapped who cannot move around as easily as others, surely they do not want to spend time walking extra and unnecessary routes. Instead, with the Rocket Cart app, they can clearly be guided to where that product is located. Also, the information era results in an increasing number of lazy people who rely heavily on technology, this app would be a great solution for them as well.

6. DISTRIBUTION CHANNELS:

The availability of existing channels would be the Apple App Store and Google Play. Since Rocket Cart is an app, it is an intangible product, therefore the distribution channels are primarily through the Apple App Store and Google Play. In order to use either of those channels, they require a fee. That is why there will be a charge for a more elaborate version of the product, which can be read about in more details in the Pricing Plan section. Moreover, because the
process of uploading an app to Apple App Store is different from Google Play, Rocket Cart would need to implement two different processes to make it available to consumers.

In terms of Apple App Store, the following steps would need to be accomplished:

1. Enroll in an Apple Developer Program
2. Add related services such as Newsstand and In-App Purchases to Rocket Cart App
3. Complete the configuration of Rocket Cart App Xcode project which should contain required app icons, launch images, additional entitlements for app services Rocket Cart App enable, and specify which devices and operating systems that are supported.
4. Test the proceeding iOS App both in iOS simulator and all the devices and releases that Rocket Cart App supports
5. Finish the steps of submitting and releasing Rocket Cart App on the store

In terms of Google Play, the steps are:

1. Test the core app quality according to a set of quality criteria that applies to all apps
2. Determine Rocket Cart app’s content rating such as for everyone, low maturity, medium maturity, or high maturity, and in Rocket Cart App case it is for everyone.
3. Determine country distribution and in Rocket Cart App case is for everywhere.
4. Confirm Rocket Cart App’s size is under 50 MB.
5. Confirm the App’s platform and screen capability ranges, which in Rocket Cart App case, need to confirm the minimum version that Rocket Cart app is compatible with
<minSdkVersion>, also confirm that Rocket Cart app runs properly and looks good on the range of screen size and pixel densities that will be supported.

6. Set up the price of the app.

7. Decide whether Rocket Cart App uses the in-app billing or instant buy and if so, there needs to be a change made to Rocket Cart’s app binary.

8. Start Localization including localizing the strings, images, app’s store listing details on Google Play, the app’s graphic assets, screenshots, and videos that accompany Rocket Cart’s store listing.

9. Prepare promotional graphics, screenshots and videos;

10. Build and upload the release-ready APK and plan a Beta release;

11. Support users after launch.

7. POSITIONING PLAN:

There are several factors (of which is other websites that can offer lists and coupons) that can affect the success of Rocket Cart app. The technology of today’s generation has allowed people to gain a lot of free access to recipes, coupons, grocery lists, and store directories. However, the growth of the app market and technology is another factor affecting the market. If this continues to increase, the app market should continue to grow. Since current generations consist of very technology-oriented people who can easily understand this app, Rocket Cart will be positioned through a mass media outlet.
The position of Rocket Cart App will be based on specific product attributes or features, which in this app’s case is a combination of a GPS and an online shopping list. With Rocket Cart app, all the user would need to do is merely enter their shopping list into the app and choose the store they would like to go to. Then, Rocket Cart app will automatically filter the information and present the results: the quickest route to the grocery store(s) and where those goods are exactly located at. Moreover, based on marketing research, the current shopping list apps only have collaborative shopping lists but there is no GPS function offered. Therefore, the Rocket Cart app does not really have any competitors yet, so to maintain Rocket Cart’s unique feature and make maximum use of it, this accessory will be a large portion of the primary marketing of the product.

Rocket Cart strives to project a trustworthy image among its customers. Rocket Cart wants to make sure its clients can feel the difference and superiority of Rocket Cart compared to others after trying out Rocket Cart free version for the first time. That way they can understand just how informative, useful, and convenient Rocket Cart can be. Thus, customers would be encouraged to use Rocket Cart for a second time, and find out that this app is fully functional, which will build up the characteristic of trustworthiness among customers. After using Rocket Cart, hopefully, customers will be pleased with the quality of the product enough that they will continue to use it again.
8. PRICING PLAN:

There will be two different options for customers to choose from when using Rocket Cart. There will be a “lite” version of the Rocket Cart app which will be free while restricting some of the features that are only available once the “Pro” version is purchased. Offering a free version will allow customers to get oriented with Rocket Cart, and it will also provide exposure for the Rocket Cart app on the App Store or Google Play. This “lite” version does not offer all the benefits that are provided to the customer with the “Pro” version. The “lite” version will limit certain capabilities of the Rocket Cart app, such as limiting the number of GPS uses per month, advertisements will be present on the top or bottom of the screen, and restricting the quantity of coupons available. Because the “Lite” version acts an essential role to attract potential customers during the initial phase, when Rocket Cart is publicly released, therefore this version needs to be as perfect as possible.

By either initially buying the “Pro” version from the given app marketplace or upgrading within the app through an in-app purchase, the consumer can then expose themselves to the different coupons and offers given out collaboratively by the stores, the product producer, and the app creator. Based on the price of similar apps, the “Pro” version will be sold at a relatively low price point of $2.99. The “Pro” version will be ad-free, which will gain more of an advantage from the “Lite” version.
Offering this “Lite” version will allow Rocket Cart to acquire more initial customers and give more rise to advertisers, thus leading to more expanding deals and savings within the “Pro” series of the app. Furthermore, it will help fund the rates paid to both Apple, Inc. and Google Play for their yearly developer fees.

9. Promotion Plan:

1. We will build a microsite, which contains one or two-page showcases the Rocket Cart app to the web audience.
2. We will build a teaser website a month or two before our launch to collect email addresses of people who would like to try out the Rocket Cart app when the it launches.
3. We will start a blog and attach it to our microsite. Write interesting content that will draw people to our website.
4. We will share our content through Twitter, Instagram, Facebook, Youtube, Pinterest, Bebo, Flickr, Meetup, Linkedin, Yelp, Pandora, Spotify, Foursquare, Google+ profiles to promote Rocket Cart app several times in a week. Use blog images, infographics and visual content from Rocket Cart app to create content on the profiles of social media. We can also post happy customer photos on the profiles.
5. We will create a product video and make it creative, funny, thought-provoking or personal. The video can tell the story and in a way people can identify with.
6. We can manually reach out to journalists and get press to kick start Rocket Cart app, which will incite publicity and public excitement surrounding.
7. We will contact bloggers who would care and identify bloggers who write on niches that relate to Rocket Cart app. For example, we can look for those bloggers who mainly write about launches of new apps.
8. We can apply for awards. Look into awards such as the Kiip Build Fund or The Mobile eyes. If we win, a ton of press will interview us and help us advertise the Rocket Cart app.
9. Start a podcast and publish it on iTunes or our own website in order to draw content from the niche the Rocket Cart app caters to most.

10. Always be collecting emails so we can gather potential customer emails through Facebook, Twitter, YouTube, or our website. Also, an email list of people who have opted in is a powerful marketing tool.

11. Create a six-second how-to series and post it on Apple Store, Google Play, also on all the social medias we use to promote.

12. Manually recruit customers. We can contact several big grocery stores, retail stores and wholesale stores, set up one or more stands to advertise Rocket Cart app.

13. We can run a contest. For example, we can encourage people to tweet and share content on their social networks promoting the Rocket Cart app. A random person every week can win a promotion code to download the Rocket Cart app “pro” version.

14. Besides creating a Facebook page, we can create a Facebook group and form a group for people with common interests related to our app’s niche so people can meet and socialize regularly. For example, as for the Rocket Cart app, we can create a group for typical grocery buyers.

15. While promoting the Rocket Cart app, we need to be obsessive about resolving negative reviews. Spot on the negative reviews in time, then actively communicate with the customers, find out where the customers are not satisfied with and offer them the best solution so they can update their reviews or comments.

16. Contact administrations of related Facebook pages. Look for pages with 100k+ likes and reach out their administrations. Then try our best to persuade them to mention the Rocket Cart app on their pages.

17. Optimize our email signatures. Provide a catchy one-liner about the Rocket Cart app along with the link to download it in our email signatures.

18. Offer a promotional price during the launch time. As for our case, the “pro” version of Rocket Cart app is $2.99, then we will offer $0.99 during the launch time in order to encourage impulse purchases. At the same time, emphasize the free “lite” version.
While promoting the Rocket Cart app, we will evaluate the advertising before and after the launch.

1) Pre-test. We will look for appropriate consumer jury and offer them the free “lite” and “pro” version of Rocket Cart app, and keep a track on their feedback. Then we will make several necessary adjustments according to the negative feedbacks and further enhance or improve several characteristics which get the positive feedbacks.

2) Post-test.
   a. Recognition test. We will go to several main streets, shopping malls and busy public areas to ask people whether they recognize the Rocket Cart app. If they do, then we will ask additional questions to determine how much of the advertisements each respondent read and respondents are not shown the actual advertisement but instead are asked what they have seen or heard recently.
   b. Unaided recall test. Respondents will need to identify advertisements they have seen recently but are not shown any clues to help them remember.
   c. Aided recall test. Respondents will be shown a list of the images of the Rocket Cart app.
10. Promotional Examples

Suggested Event

Rocket Cart shared their event.

Come use Rocket Cart to see how much easier it is to shop! A cash prize and other items are up for grabs for those who attend!

Dash for the Cash

May 22, 2015
4265 Buffalo Rd, Erie, PA 16510
549 people are going

Like · Comment · Share · 10,245 · 1,409 · 409

Suggested Post

Rocket Cart

Sponsored

Get on with your day! Fly through stores with Rocket Cart!

1,447 Likes · 67 Comments

Like · Comment · Share
Get on with your day! Fly through stores with Rocket Cart!

Shopping has never been so easy! Try Rocket Cart today on the App Store and Google Play!

Promoted by AdParlor

Like Page