# INNOVATION AND CREATIVITY ASSIGNMENT

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**Developing Innovation and Creativity for Business Advantage**

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## 1.0 About the Product

Pet feeders provide an excellent convenience for pet owners by ensuring owners lovable pets are fed and happy while pet owners are not present. While pet feeders started off with the function of just feeding, there has been many innovations to create a multitude of benefits for both pets and owners alike. The name for this product is Paw-sitive SmartFeed. Paw-sitive was chosen as the brand name and it is a play on positive but with a fun pet pun attached to immediately make the audience connect as pet owners.

*Figure 1 concept of Paw-sitive SmartFeed*

## 1.1 Who are the customers? Target market

The Pawsitive SmartFeed feeder will focus on owners of pet cats and dogs as that is the largest market for pet owners.  A survey conducted by the PDSA it was estimated that 50% of people in the UK owned either pet cats or dogs.  An estimated population of 10.9 million pets' cats and 10.1 million pet dogs in the UK was discovered. (PDSA, 2021)

*Figure 2 PDSA Survey 2020*

## 1.2 Features

Many of the existing pet feeders on the market have functions such as portion control and meal time control. The Paw-sitive smart pet feeder offers all the required functions plus more to provide the easiest way to keep pets fed and happy.

Paw-sitive SmartFeed will contain the required timer controls and meal portion controls to enable the user to customise their requirements. Features including being Alexa compatible to allow more flexibility and greater control of the equipment with ease.

The smart feeder will allow user voice recorded messages to allow a personal touch when the owner is away. The feeder will contain 2-way communication, including a HD camera to enable pet owners to check in on their furry companions. If the owners' dogs or cats are distressed it allows the opportunity to help put them at ease through this communication. Voice recorded messages can be played during mealtimes adding that personal experience for the pets. The device will have backup battery as a backup feature and will have meal time interval timers as a failsafe measure if the WiFi connection fails, so pets are not left hungry.

*Figure 3 example of alternative feeder*

## 1.3 Innovative features

Being Alexa enabled this device will very smoothly integrate with home smart systems and allow voice commands creating a very seamless personal experience.

The Paw-sitive smart pet feeder will include unique features such as using RFID technology to read pet microchip to enable the feeder to unlock when it is the correct pet' mealtimes, in order to reassure owners with multiple pets, are unable to steal each other's' food.

Paw-sitive SmartFeed feeder will create peace of mind to pet owners who own more than one pet cat or dog. Device will be able to store both wet food and dry food to allow the pets to be fed without any concerns about their feed. The device will be able to programme up to 5 meals and store up to 5L, which can be can be portion controlled by the owner. Portion control is important to consider as some pets require special diets and the user will have no worry for their pets while away.

The device is easy to maintain as the parts are easy to clean and dishwasher safe.

## 1.4 Unique Selling Point

**Real-time tracking**

This device contains features such as real time device information to the owners via the smartphone or desktop app enabling the user to see how much of the feed has been eaten for owner's peace of mind. Current smart pet feeders on the market do not have this real-time feed tracking information available at the moment, only whether the food has been dispensed.

**Distress Alerts**

Distress alert software will be able to recognize cat meows and dog barks to alert the owner by real-time notifications if there are continuous noises being made. The owner if available can respond to this by video and voice communication, however if not available then the user can use pre-set voice recordings to calm the distressed pet. Also, will alert the owner if the pet approaches the feeder. T

**Automatic camera recording and cloud upload**

The camera on the device can be set to capture video footage of each feed or take pictures which can be automatically uploaded to the cloud for owner's convenience. The device can be easily linked to various cloud photo storages such as google photos, drop box and apple photos etc.

## 1.5 Other competition

The other pet feeders on the market do not have these distress alert features and real time feed tracking and it will provide a competitive edge versus current competition. Many of the pet feeders contain the automatic scheduled feeds and timers. Most of the pet feeders are sold on organizations own website or on online marketplaces like Amazon, eBay and supermarkets.

## 1.6 Product sales

The product will initially be sold online via Paw-sitives own website but then will be available on marketplaces such as Amazon and eBay as well which will further promote the product as it is on a larger marketplace. The aim is for the product to gain popularity and will find itself in large supermarkets such as Asda, Morrisons, Tesco etc. The device will sell for £149.99 this

is slightly more expensive versus competitors which can vary between £60- £100 but the product contains innovative features unavailable elsewhere. The innovations of Distress Alerts, 2-way communication, HD camera and smart features will prove to customers that they are paying for a more premium product with new technologies

## 1.7 Sustaining Innovation

Sustaining innovation is crucial in any organization or business to seek continuous improvements in their current ideas and innovations to stay ahead of competitors. Many of the highly successful organizations (such as Amazon, Apple, Intel) which have innovated continue to be successful by building on past successes by improving their offering by adapting to market demands and rival competition (CrestCom, 2017).

Paw-sitive is launching as a new pet brand and in order to adapt it is crucial to listen to customer reviews and feedback of the product. Customer feedback will give a key insight to how the product is received by the public and areas for improvement. Keeping alert to what rival competitors are doing is also vital as competitors can close the gap with fresh ideas. It will be required for the company to create new innovations and products to also stay competitive in the market.

## 2.0 Paw-sitive Pet Store E-commerce Website

Paw-sitive Smartfeed product will be sold largely online so a company website will need to be made for the product. The product will be sold online to reach a larger audience with also the potential of achieving international sales to further increase profits. Creating an organizational website is important for the brand and to create its own marketplace. The website will be a seller-controlled marketplace which allows the seller more control of the sales of the product. Discounts for loyal customers and special offers for buying bulk purchases will be provided. Using Wix.com will be utilised to create an online store for the Paw-sitive brand, it is called Paw-sitive Pet Store. The Wix website creator simplifies the process of creating an e-commerce sites as it already has many built in templates and settings for the user. The draft of the webpage can be found on https://suhailmiah1.wixsite.com/my-site.

### Paw-sitive Pet Store Home Page

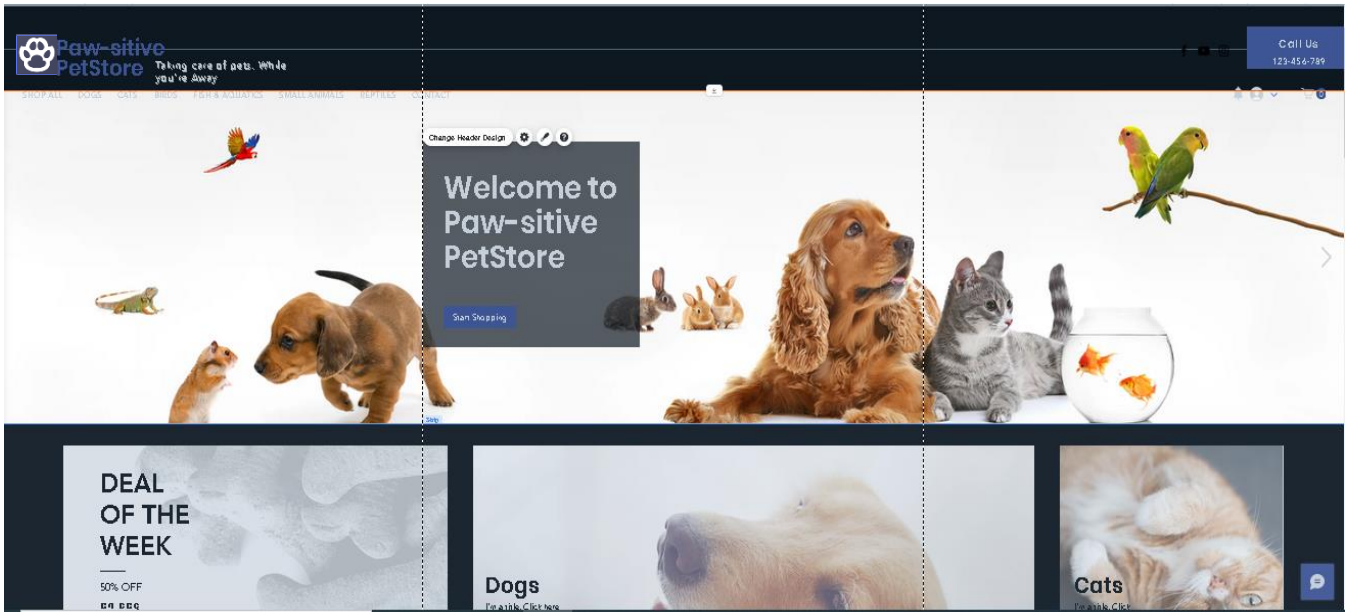



*Figure 4 software showing initial stage of website*

The website has a sleek and simple look and contains the Paw-sitive brand logo in the top left corner with the strap-line next to it. The blue colour was chosen as the colour of choice for the branding and logo. The page contains various different animals people keep as pets to show that the brand will cater to various different demographics and not just solely focus on cats and dogs.

## Front page – Popular Products

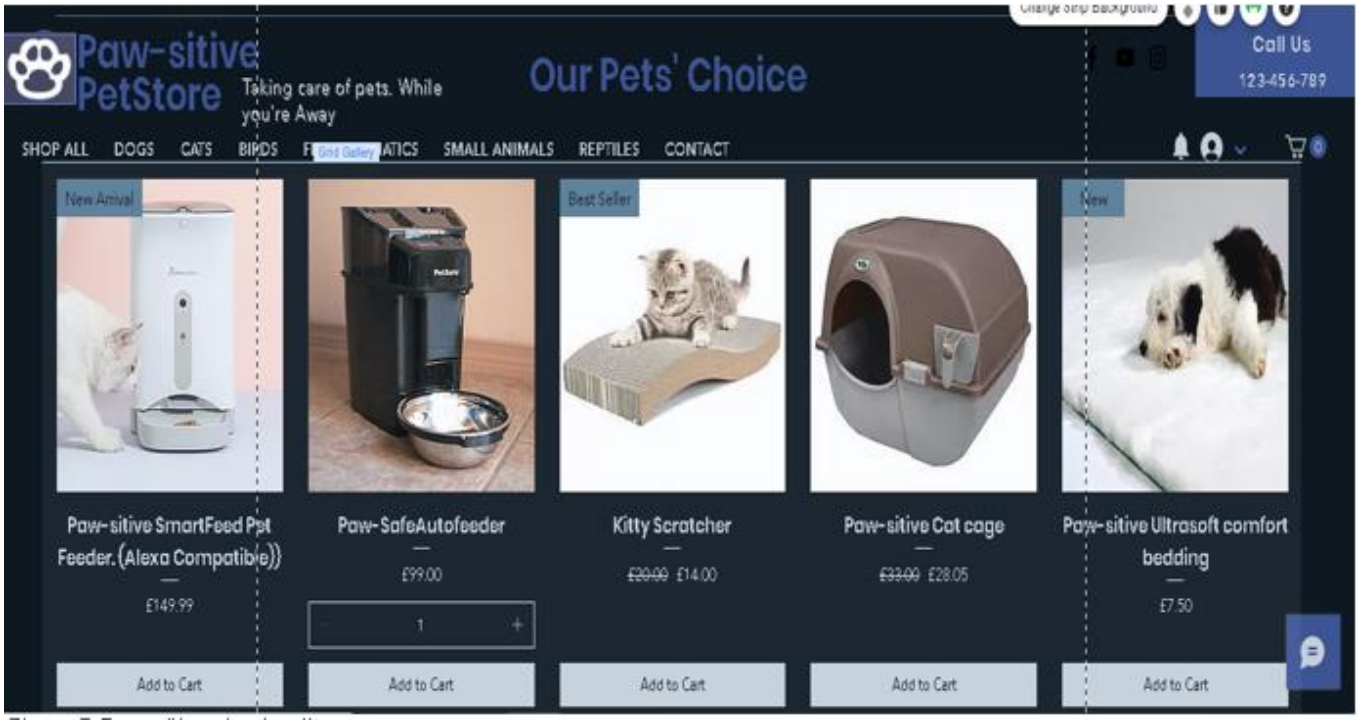
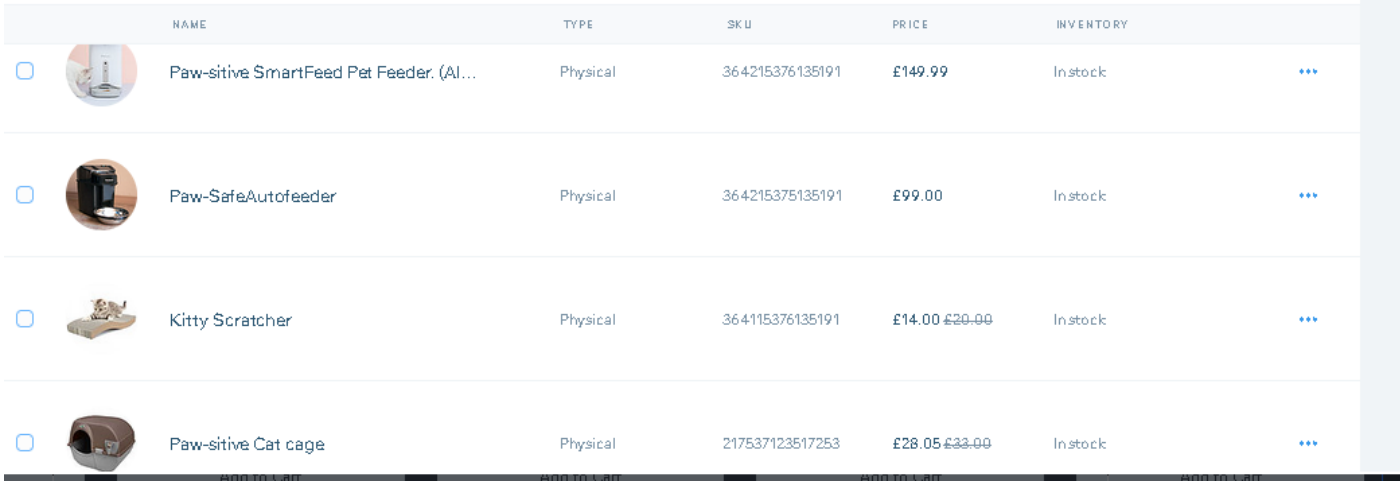



*Figure 5 Paw-sitives best sellers*

The front page displays some of the popular products on Paw-sitive Pet Store. The page is simple and sleek designed to attract customers to the popular products being sold and of any special promotions that are currently running. The items are there for the customers to view and can easily add to cart by click of a button. The Paw-sitive feeder is the first product on the list to visitors on the website. The item has “new arrival” tag on it to show that it is a new product, making it easier to distinguish new products in future for customers.

## WebStore Inventory



| NAME | TYPE | SKU | PRICE | INVENTORY |
|---|---|---|---|---|
| Paw-sitive SmartFeed Pet Feeder. (Al... | Physical | 364215376135191 | £149.99 | In stock |
| Paw-SafeAutofeeder | Physical | 364215375135191 | £99.00 | In stock |
| Kitty Scratcher | Physical | 364115376135191 | £14.00 ~~£20.00~~ | In stock |
| Paw-sitive Cat cage | Physical | 217537123517253 | £28.05 ~~£33.00~~ | In stock |

*Figure 6 website view of product inventory*

**Stock Inventory management**

The website view of the items in the inventory are shown in figure 5. This inventory view allows managing the stock levels with ease and enables the seller to make changes to prices by putting on special promotions.

**Tracking tools**

The website will contain tracking tools to assist the organization to see how well it's doing. Tracking things such as daily traffic to the website and what products are selling well, and location of visitors to the website. Using cookies to provide tailored suitable recommendations will create a more personal shopping experience for the potential buyer. Based on history of purchases more new recommendations can be sent to the customer (Lavin, 2006).

Third party marketplaces (Amazon)

## About Amazon

Amazon holds the status as the world's largest online retailer and has become a household name. The brand has become synonymous with online shopping attempts to cover as many demographics of consumers and has just nearly everything someone would need. According to recent figures Amazon is the leading retailer in the US with 386 billion U.S dollar in 2020 in net sales. Due to the organizations scope and reach it has been considered one of the most valuable brands worldwide (Statista, 2021).

## Potential benefits

Neutral markets such as Amazon will allow the product to reach a large global audience with the large amount of traffic that Amazon attracts. Buyers of Paw-sitive Smartfeed can leave positive reviews to help market the product to other potential buyers. The goal is to set up as the sole vendor of the product to deter other sellers from undercutting the product.

Whereas selling on a third-party marketplace such as Amazon will undoubtably reach a larger audience, however it will have a cost attached due to commission costs deducted from each product sold from such marketplaces.

## 2.1 Accepting payments –

Card payment is the universal method of conducting payment for purchases online so the product website will accept card payments. Payment Card Industry Data Security Standard (PCI-DSS) compliance will need to be adhered to as safeguarding key customer information is important and is a legal requirement. Almost all major credit/debit card companies such as Visa, Mastercard, American Express and many more, must all ensure that their customer details are protected and secured when making purchasing goods. The use of secure encryption software will allow customers details to be safe and secure from potential external threats. (James, 2010)

*Figure 7 PayPal*

For additional security PayPal payments will be supported to give customers extra peace of mind. PayPal is a safe secure way of paying for online goods without sharing sensitive debit / credit card details to the seller as it acts as an intermediary between the two parties. PayPal is used on thousands of websites and is mostly the preferred way to pay for products and services online (PayPal, 2021).

## 3.0 Marketing

**Who are the customers?**

The pet feeder product is aimed at owners of pet cats and dogs. As discovered by the PDSA at least 50% of people in the UK own pet cats or dogs, which shows it is vast market (PDSA, 2021). The pet feeder is targeting pet cat and dog owners who won't be at home a lot of the time and can ensure that their pet cat or dog won't be left hungry while they are busy at work or on holiday.

## 3.1 Social media marketing

**Most Popular Social Media Platforms**

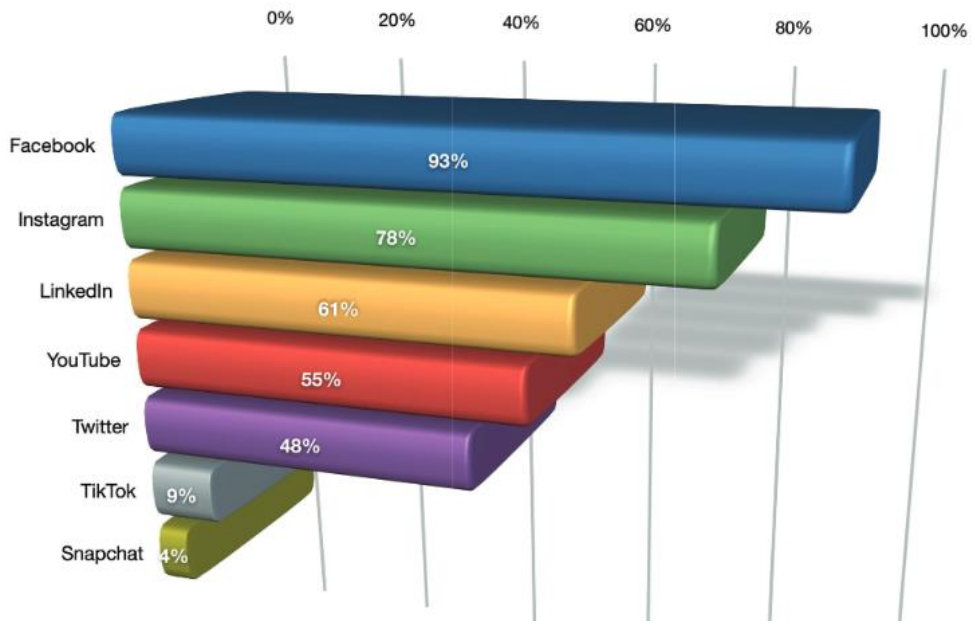



*Figure 8 Source: Social Media Examiner 2021*

**Social Media**

As social media continues to rapidly grow, organizations have successfully incorporated using social media platforms as part of their digital marketing strategy, to reach out to their customers. Figures show that there are approximately 3.78 billion social media users in 2021 which is a 5% increase compared to 2020. (Oberlo, 2021)

According to marketing research as of 2018 nearly 97% of all top 500 fortune companies are reliant on at least one form of social media to better promote their product and reach out to customers (Porteous, 2021). Setting up an online presence for organizations is common method of marketing as it is largely free marketing. Platforms such as Facebook, Instagram, WhatsApp and Twitter allow a free platform to reach a large audience. Facebook is the largest social networking site and had roughly 2.85 billion monthly active users in the first quarter of

2021 (Statista, 2021). Social media will be one of the methods used to promote the Paw-sitive SmartFeed pet feeder by setting up an online Facebook page where customers can interact with the organization and can connect further with the brand keeping them updated on new products and promotions. Using Facebook ads will help increase traffic to the website and generate more leads for the products or brand.

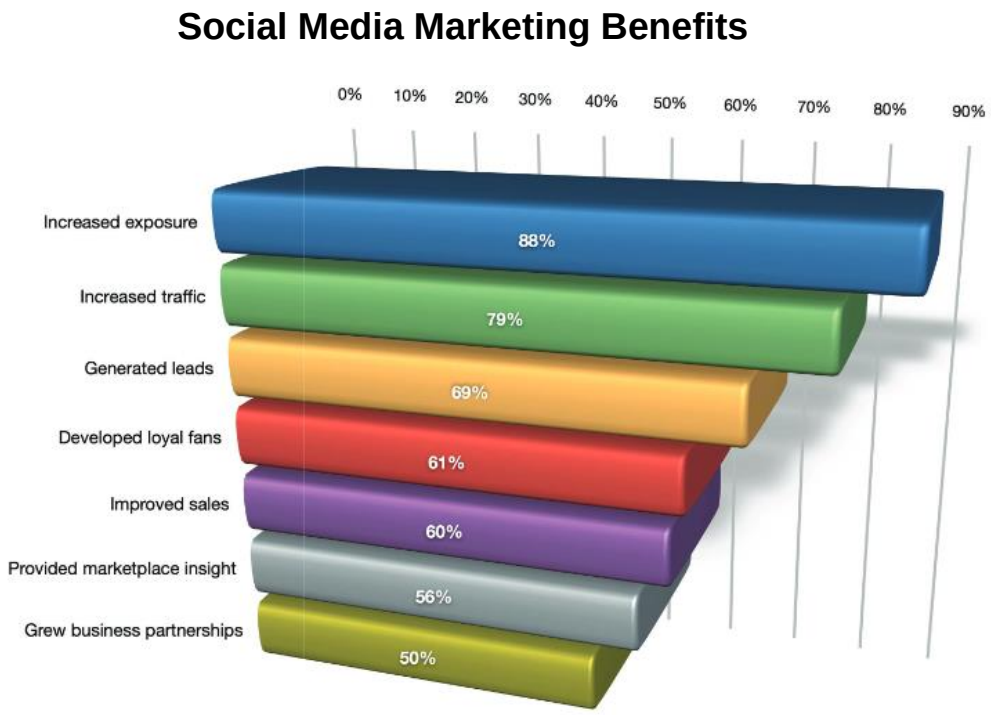



*Figure 9 Social Media Marketing benefits Source: Social Examiner 2021*

The Social Media Examiner report 2021 discovered that 88% of marketers stated that social media had increased exposure of their businesses. Increased traffic to website was the second key benefits at 79%. 69% have stated that social media generated leads and 61% had gained loyal fans (Stelzner, 2021). These statistics therefore show the importance of having social media marketing and the many benefits it may bring to the business.

## 3.2 Search Engine Optimization

*Figure 10 Source: Google*

Google is the number one search engine in the world and the most visited website on the internet (Alexa, 2021). The search engine processes over 3.5 billion searches per day (Internet Live Statistics, 2021). Using Google search engine can help the product become more visible to customers by driving customers to the company website when key words are matched.

Organizations having a website but without optimization the website simply won't appear on search engines, therefore negating an online presence. By using Search Engine Optimization, the process of making the website visible to visitors is crucial and will allow the website to be found more easily when searching. Putting the URL link to the website and having a specific key words can make the search for a website much easier. Good keywords are usually maybe a few words, anything longer is called long-tailed keywords. Long-tailed words are longer phrasing but can be used as a strategy to match more specific searches (Ledford, 2015). For e.g., when searching for the Paw-sitive SmartFeed pet feeder "smart automatic pet feeder "can be some important keywords to be searched in Google in this scenario.

As the product website was created on the Wix website, it has an easy option for SEO. By users connecting their domain to Wix SEO it allows the created webpages to appear on Google making it very easy for the user to set up.

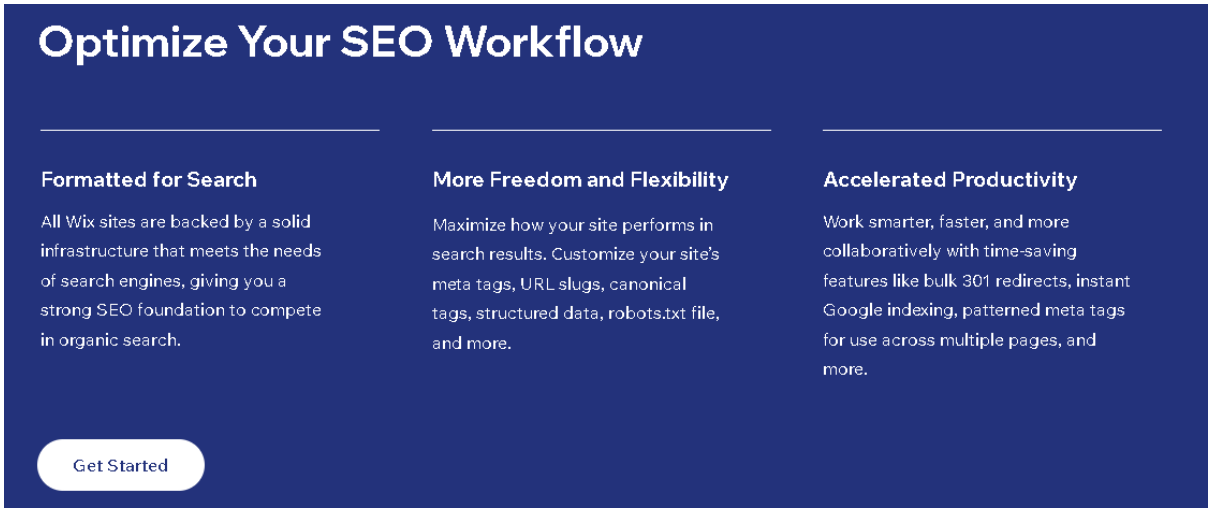



*Figure 11 Wix.com SEO Optimization*

## 3.3 Paid Advertisements

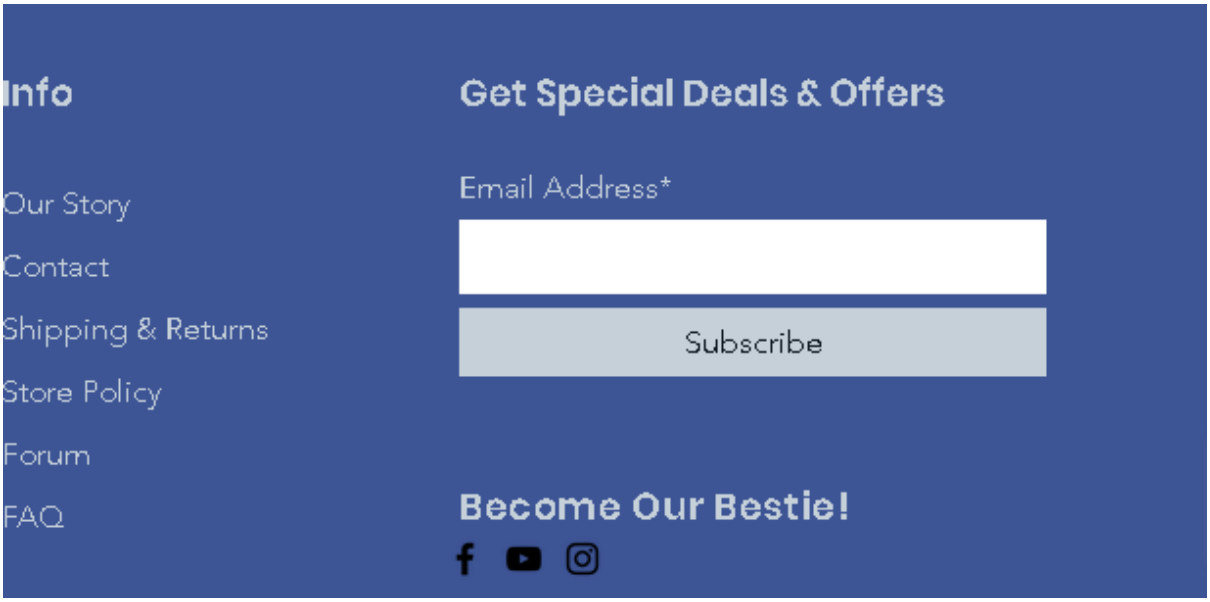
*Figure 12 Source: Youtube*

YouTube is an extremely popular online video content sharing website. Every month over a billion people collectively watch over 6 billion hours of content on the website. Behind Google it is considered the second biggest search engine, while also being a social platform (Wilkes, 2020). Paying for video adverts online to play on YouTube videos and adverts on social media platforms can be a useful method to increase sales and brand awareness. Clicking on the adverts will link to the company website and purchases can be made of the pet feeder.

**Fliers**

The traditional printed fliers shouldn't be ruled out as it can be cheap and quickly distributed by the post and can help target customers who may not browse the web very often, such as elderly people. This method can be used just to cover all bases as not 100% people use the internet and social media.

**E-mailing customers – Newsletters, Promotions, Trending items.**



Gathering large amounts of potential customer e-mail can increase the customer base. E-mails could be gathered via surveys and promotions, from town centres, pet stores and pet events. Customers who purchase items on the website can be prompted to enter their e-mail addresses to get news of new products and get additional promotions on future purchases.
Creating an interesting newsletter with monthly news, promotions and trends for followers can keep customers engaged and returning for future purchases (Forbes Agency Council, 2019).

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