

# Developing Innovation and Creativity for Business

## Advantage

### BMSW6102

### (Task 1)

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## **Executive summary**

The study below was focused on the launch of a new innovative product Sustinere Faucet by Etap Ltd. Moreover, the main purpose of the study was to present a detailed business case for the successful launch of the product.

Task 1 presented the summary of the product. It was known that the Sustinere Faucet is a product that can be used to reduce water consumption.

The product was AI-generated and integrated with an automatic sensor. The report also discussed the business environment of the IoT market. According to the findings, the use of IoT devices has been rapidly growing. Moreover, the UK, USA, and European markets were selected as the initial markets of the product. The targeted customers of the company were identified as middle-class people. Regarding the marketplace, the company will be using eBay as well as Shopify. The report also highlights that the e-payment method or platform to be adopted by the company will be PayPal for its various transaction activities and purposes.

The marketing strategy that will be adopted by the company such as Facebook, email marketing, and advertisement is also discussed within the report. In regard, to the legal principles the company will also abide by “The Data Protection Act 2018 as well as the Privacy and Electronic Communication Regulation (PECR)” while conducting its various activities.

## Table of Contents

|                                                               |           |
|---------------------------------------------------------------|-----------|
| Introduction .....                                            | 3         |
| Task 1.....                                                   | 4         |
| A) The innovative product OR unique service proposition ..... | 4         |
| B) E-Commerce .....                                           | 6         |
| C) Marketing .....                                            | 8         |
| D) Privacy and Data Protection .....                          | 9         |
| Conclusion .....                                              | 11        |
| References .....                                              | 12        |
| <b>Task 2 .....</b>                                           | <b>15</b> |
| <b>“Introduction” .....</b>                                   | <b>15</b> |
| <b>Gap in the Market .....</b>                                | <b>16</b> |
| <b>Proposed solution.....</b>                                 | <b>17</b> |
| <b>Analysis of the Market .....</b>                           | <b>18</b> |
| <b>Analysis of the Competition .....</b>                      | <b>19</b> |
| <b>Summary of the Business .....</b>                          | <b>20</b> |
| <b>Model and Concept .....</b>                                | <b>21</b> |
| <b>Model and Concept Contd.....</b>                           | <b>22</b> |
| <b>Competitive Strategy .....</b>                             | <b>23</b> |
| <b>The strategy of Differentiation .....</b>                  | <b>24</b> |
| <b>The strategy of Marketing.....</b>                         | <b>25</b> |
| .....                                                         | 25        |
| <b>The strategy of Marketing Contd. ....</b>                  | <b>26</b> |
| <b>Data and Privacy Protection.....</b>                       | <b>27</b> |
| <b>The outcome of Learning .....</b>                          | <b>28</b> |
| <b>Implications in the Future.....</b>                        | <b>29</b> |
| <b>Conclusion .....</b>                                       | <b>30</b> |
| References .....                                              | 31        |

## **Introduction**

The report below will focus on the new innovative idea known as the Sustinere Faucet by the new venture, Etap Ltd. The report will dive in deep to develop a comprehensive sketch of Sustinere Faucet and its various features and provide information on various variables such as targeted customers, innovative approaches, and competitors in the market. The purpose of setting up a business through e-commerce channels will be reviewed in the report. Apart from these, a review of the marketing channels that will be adopted by Etap will be provided in the report. Lastly, the different privacy and security policies will be introduced in the report.

## Task 1

### **A) The innovative product OR unique service proposition**

In the world of digitalization, innovation has been a driving force behind the development of new innovative products and services in the market. In the context of business innovation “Etap Ltd” has proposed the development of an innovative faucet. The primary function of the product is to control the consumption of water by reducing water waste. As an innovation-driven product, it will be integrated with artificial intelligence. The product could be attached to faucets, household taps, garden hoses, shower heads, and many more. The users of the product will be able to set the volume or amount to be used within a day as the faucet will be integrated with an automatic sensor. The product will also reduce electricity usage. By reducing water consumption, the user will also be able to reduce the usage of electric motors. Thereby reducing the electricity cost. As an AI-integrated technology, the product will also provide information on the amount of water that has been used within a day. Hence, the users will be able to track their water usage and reduce it accordingly.

The product needs to reach the market and the customers. The IoT (Internet of Things) market has been rapidly growing in the UK. By 2028, the market volume of IoT is expected to grow by 38.8 billion pounds (Statista, 2023). The United Kingdom has been experiencing growth in the adoption of smart home appliances. The use of IoT devices in the British household is becoming popular. According to the statistical data, there are nearly 9 internet devices connected in households in the UK. By the year 2030, it is expected that the 50 million IoT products will be used globally (Vassallo Associates, 2022). Hence, the primary target market of the product will be the UK, USA, and other European nations during the initial stage of their launch. In addition, the company will also aim for future expansion of online business. The targeted customers for the product are middle-class people as the reports suggest that there are nearly 9 internet devices connected in common British households. Along with the customer, the company must also determine the location or place for business transactions. The location simply

refers to the place from where the customers will be able to purchase the product. Etap Ltd's product will be sold through online medium. The company will make use of official company websites and other online platforms like Shopify and eBay as there are 60 million e-commerce users in the UK currently (Statista, 2023). In addition, the product will also be sold via social platforms.

The name of the venture will be "Etap Ltd" with the name of the innovative product being "***Sustinere Faucet***". The name of the venture has been developed to represent the overall brand and convey the use of the product. There are various ways in which the innovative business can be sustained. One of the most effective ways is to invest in continuous research and development. The business environment is a constantly changing phenomenon hence the company must keep up with the changes by adapting and continuously developing the product (Brunel.ac.uk, 2023). Furthermore, continuous marketing and customer interaction will allow Etap Tap to develop a valuable brand image and show its constant presence in the market. There are many competitors in the IoT market like LG, Samsung, and Ecovent Energy Ltd. These companies offer innovative IoT home devices. The primary distinction factor for the faucet among their competitors will be sustainable paper packaging. These companies sell their product via the online and offline mediums.

## **B) E-Commerce**

The implementation of E-commerce will be the prime set-up of Etap Ltd. through which the company will be operating its operations. The e-commerce model of business involves the process where customers buy products through online channels. Through the e-commerce setting, Etap Ltd. will be processing its order requests, managing shipping, and many more. The company will be using the e-commerce platform to be able to reach the customers effectively and impactfully. At this point, the UK is considered as one of the countries with sufficient rise of e-commerce business. For instance, the revenue of the UK has been forecasted at 157,394.7 million Dollars in 2023, and it is expected to grow at a CAGR of 4.4% till 2027 (Ecommercedb, 2023). Thus, with sufficient growth of the e-commerce model in the UK, Etap will be channelizing, and operating through e-commerce to achieve growth and future sustenance.

Under the eCommerce business, Etap will be using SaaS under which it will operate through Shopify to sell and operate in the online market. Within the UK, Shopify is acknowledged as one of the most suitable platforms for marketing campaigns and trading platforms for businesses. Moreover, Shopify is one of the shopping platforms used by daily customers in the UK. For instance, in 2019 the sales of businesses using the platform Shopify witnessed an increase of 50% and 21% in the international market (Charleagency, 2023). Furthermore, in 2020 more than 457 million individuals bought products from Shopify. The engagement with Shopify will enable Etap to deliver and serve the maximum and potential number of customers. Thus, to engage and reach and deliver Sustainable Faucet to a wide range of customers globally and internationally, Etap will initiate with Shopify for its brand visibility and market presence.

eBay will be the marketplace that will be used by Etap Ltd. which is one of the best-selling platforms with an effective global presence. The implementation of eBay in the operation of Etap will be carried out with the primary aim of connecting and dealing with the customers. The company will use eBay as its marketplace for its annual buyers which will benefit the company in accomplishing and sustaining an effective marketplace with a huge number of buyers. For instance, eBay holds 134 million active

buyers and in 2021 the number of buyers in the marketplace was recorded at 159 million people (Mosby, 2023). Thus, eBay will be the marketplace partner of Etap Ltd.

The content that will be used in the websites will provide the details and information about the product which will include various types of content such as photos, logos, and many more. Regarding the website of Etap Ltd., the photography and copy will be the types of content that will enable the visitors to assess the information about the company. The inclusion of photography helps in distinguishing the presence of websites among the competitors (Webbuilders Group, 2023). The photography and copy will help Etap Ltd. build a professional quality and attractive website presence. The photo used in the website of Etap Ltd. will formulate the information on the price range of the products, quality, integration of AI, and process of buying. Moreover, the introduction of the About Us page will be assessed by Etap Ltd. which will contain the background story of the business, members, teams, aims, and contact details of the company.

As a method of payment, Etap will apply card payment services and online payment methods. The card payment systems help in being quicker and more agile and also help in the protection against fraud (Holzhauer, 2021). PayPal will be one of the card systems accepted by the company while operating its activities. The policies and compliance of PCI DSS will be highly monitored and concerned by Etap Ltd. regarding the card payment methods. The PCI DSS compliance protocols state that card payments should be highly monitored, controlled, and tracked by the user (Scrut Automation, 2023).

## C) Marketing

“Etap Ltd” must also focus on the promotion of the product as it is still unknown in the IoT market. It will increase the brand awareness of the product and also assist the firm in reaching the targeted customers. Various types of techniques can be adopted by the company to promote their product in the market. Digital promotion will be the major promotional tool for the business. There are multiple benefits of digital or online promotion. It will provide global reach to the company as well as the product as traditional marketing is often limited by geographical factors (Bhosale *et al.*, 2020). The company will get unlimited access to global customers across time zones and locations. It is also cost-efficient in comparison to other print marketing such as a billboard and advertisements. It will allow Etap Ltd to measure customer interaction through “organic page view, ad clicks, email opens and views”. Through digital marketing, the company will be able to target specific customers by collecting relevant data and information. As already mentioned the targeted customers of Etap Ltd are middle-class people and e-commerce users. To reach its target customers, the company will apply social media marketing. Currently, there are nearly 4.9 billion social media users in the world accounting for 60.49% of the world population (Shewale, 2023). By 2027, these numbers are expected to rise by 5.85 billion. Facebook will be the main platform for advertisement. Facebook is the largest social media platform with 3.03 billion users (Shewale, 2023). The company will invest in feature ads and Facebook posts and create short videos presenting the innovative function of the product. Along with Facebook, the company shall also invest in other social media platforms such as Instagram and TikTok by developing short-length videos.

To ensure that the advertisement reaches the feed of potential customers, the company will also invest in paid search engines. It is the marketing strategy that lets organizations place their promotional ads higher on the search result page (SERPs) by paying a certain amount of money. Etap Ltd has decided to use Google for its paid engine campaign as there are more than 4.9 billion Google users globally (ZipDo, 2023). Google will use keywords to identify the search and place the paid ads higher than organic results which will increase the brand recognition among customers. Etap Ltd must also understand the role of the customer journey. The customer journey is a cycle

that begins with brand recognition leading to product purchase and customer loyalty (Tueanrat *et al.*, 2021). As the primary focus of the company is e-commerce, the company needs to develop an effective and eye-catching website. Following the website creation, the company will work to improve the customer journey. Firstly, the customer will get acquainted with the brand through paid search and advertisement. The customers will explore the online shop and select the most appropriate product including size and color as per their needs. After the selection process, the customer will move to the purchasing process and check out the website. The primary mode of payment will be the online payment method. Furthermore, email advertisement will also act as an effective promotional tool for Etap Ltd. It is the type of promotion carried out via email with the consent of the receiver. The number of Gmail users around the globe is 1.5 billion (ZipDo, 2023). For email marketing, the customer's email address will be collected through the landing page as a part of the pre-launch promotional activity. The landing page will be used to collect email addresses from followers.

## D) Privacy and Data Protection

The privacy information safety and security of the customers will be one of the concerns for Etap Ltd. which will be ensured through their operation. One of the most crucial aspects of ensuring customers' security will be the introduction of the “**Data Protection Act 2018**” and “GDPR”. Every norm and regulation of the Data Protection Act will be highly followed and monitored in the operation of Etap Ltd. The Data Protection Act is one of the implementations of legislation that states that every individual is responsible for using the information of an individual but should follow the rules of “data protection principles” (Burgess, 2020). Moreover, the initiation of the “**Privacy and Electronic Communication Regulation (PECR)**” will be implemented in the operation of Etap Ltd. operation. The PECR includes the right to set up privacy related to electronic

communication (Itgovernance.co.uk, 2018). The use of cookies on the website of Etap will be carried out to protect the privacy and security of the customers while dealing with them through electronic channels. The consent of the customer to access their data and personal information will be highly followed and maintained. Regarding the consent of the customers, the agreement will be provided to them for transactions and electronic data. Having the consent helps Etap clarify its statements and accountability in the future. The provision to **“opt-out”** of marketing communication will be allowed to the users and buyers as they will be allowed to withdraw their content. The application of opt-out and facility for withdrawing the consent will help the business construct a respectful and preferred environment that ensures the relevance of the communication. The **“Right to erasure”** will be highly adopted and supported by Etap Ltd. The right to erasure will be supported by the business where they will allow and formulate the request of the users to remove their personal information.

The significance of security will be highly concerned and followed by Etap Ltd. Regarding the security of the access control will be highly monitored and implemented by the company. Access control refers to the technique in which the accessibility to information is guided and regulated (Fortinet, 2023). Regarding the security of data and personal information, the implementation of high-layered authentication, monitoring, and encryption will be assessed in the process. Moreover, access will be profoundly provided to the cloud provider. The encryption data at rest will be acquired concerning the data storage and will implement the encryption to the origin where the data will be stored. Regarding the sensitivity of the data, data obfuscation and masking and creation of backup will be carried out and operated in Etap Ltd.

## **Conclusion**

In conclusion, the report has been established with the main aim of detailing the offering and product features of Etap Ltd. Sustinere Faucet is a unique and innovative product that has been developed to censor the use of water and thus prevent water wastage. Continuous research and development will be one of the initiatives of the future. The continuous research and development will allow Etap Ltd. to brand image. The engagement of E-commerce will aid the company in being agile and flexible in the market. The marketing tools and data protection policies will help the company establish a better sense of brand visibility and reputation.

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## Task 2

### “Introduction”



**Introduction**

- The presentation will introduce a new innovative product called Sustinere Faucet.
- Similarly, the product that will be introduced ensures to mitigate the market gap
- It will also provide a business summary along with an explanation of the concept and model.
- It will also provide Inept Information about compliance with data privacy.
- The presentation will also examine the marketing strategies as well as the competition in the market.

The following presentation will introduce a new innovative product called Sustinere Faucet, a sustainable product by the business named Etap Ltd. Similarly, the presentation will introduce the product as a solution to the underlying issues of the market gap. It will also provide a business summary along with an explanation of the concept and model. It will also provide information about data privacy. Lastly, the presentation will analyze the strategy adopted as well as the competition in the market.

## Gap in the Market

### Gap in the market

- Market gap refers to the situation when the market fails to satisfy the needs of consumers.
- Furthermore, innovation is the key to the attainment of sustainability.
- Similarly, in the modern world technologies are extensively used for promoting green practices (Pragya Bradu *et al.*, 2022).
- However, the market gap explains the need for green technology that conserves natural resources such as water both in households as well as workplaces.
- The depletion of natural resources such as water can be attained by filling up the market gap.



MARKET GAP

The term market gap refers to the phenomenon when an existing product fails to meet the needs of the consumers. Furthermore, innovation is the key to the attainment of sustainability which is considered important for both consumers as well as organisations. Similarly, in the modern world technologies are extensively used for promoting green practices (Pragya Bradu *et al.*, 2022). However, the market gap explains the need for green technology that conserves natural resources such as water both in households as well as workplaces. The attainment of the gap will further ensure the prevention of depleting natural resources such as water.

## Proposed solution

### Proposed Solution

- The company Etap Ltd. tends to introduce the product named Sustinere Faucet.
- Furthermore, the product is programmed in a way that measures the regular utility of water
- The product implicates algorithms that prevent the overuse of water.
- Similarly, household uses electric motor pumps to draw water (Murphy, 2023)
- however, the utilisation of Sustinere Faucet will reduce the use of motor pumps.



Etap Ltd. proposes the introduction of a product called Sustinere Faucet to bridge the market gap and improve sustainability practices. The products are integrated with the technology called artificial technology. Furthermore, the product is programmed in a way that measures the regular utility of water and then implicates algorithms that prevent the overuse of water. The product can be attached to household taps, faucets, shower heads, garden hoses, and many more. Similarly, it allows the user to set the amount of water to be used in a day. The product Sustinere Facuet ensures the preservation of water. Similarly, household uses electric motor pumps to draw water, however, the utilization of Sustinere Facuet will reduce the use of motor pumps further saving electricity costs for households.

## Analysis of the Market

### Analysis of the Market

- The demand for green technologies has been growing rapidly, further indicating the need for commodities that foster sustainability practices.
- The rise in demand has resulted in the growth of the IOT market which is forecasted to be around 8.8 billion pounds (Statista, 2023).
- Furthermore, customers these days demand innovations that mainly aim towards preserving the environment (Wilson, 2023).
- Similarly, the demand for green technology in the UK has been increasing rapidly.
- That has resulted in the expected market size of around 36.86 billion pounds by the end of the year 2026 (Ashleigh Roberts Collacott, 2023).



The demand for green technologies has been growing rapidly, further indicating the need for commodities that foster sustainability practices. Similarly, the demand for products that preserve water has been growing extensively further providing business opportunities. The UK IOT market of the UK has also witnessed a surge in demand that resulted in increasing the market size by around 8.8 billion pounds (Statista, 2023). Furthermore, customers these days demand innovations that mainly aim towards preserving the environment (Wilson, 2023). Considering the technology industry in the UK the demand for green technology has been rapidly increasing and is expected to be valued at around 36.86 billion pounds by the year 2026 (Ashleigh Roberts Collacott, 2023).

## Analysis of the Competition

### Analysis of the Competition

- The market of IOT in the UK poses serious competition and includes various key players (Statista, 2023).
- The company uses sustainability as a tool for gaining a competitive edge in the market.
- The key players in the IOT market include Cisco, Qualcomm, Dell EMC, IBM and many more.
- The introduction of Industry 4.0 impacts the competition in the IOT market of the UK.
- The rapid growth of the market and smart cities drive the growth of the IOT market.



Considering the IOT market of the UK, the market is fragmented and they are overtaken by the key players (Statista, 2023). The key players include Cisco, Qualcomm, Dell EMC, IBM, Cognizant, Intel and many more. However, Etap uses sustainability that might help the company acquire adequate market share. The competition landscape of the IOT market is extensively influenced by Industry 4.0. Similarly, the rapid development of smart cities is considered a major driver of IOT market growth.

## Summary of the Business

### Summary of the Business

- The majority of the products rendered by the company ensure sustainability.
- The company intends to introduce the product Sustinere Faucet.
- The product is a technology-powered product that limits the usage of water.
- The sole aim of the company is to achieve a competitive edge with the help of sustainability practices
- The price as well as sustainable practices are the unique selling proposition of the company.

The logo for 'Competitive Edge' features a stylized 'E' composed of geometric shapes in green and blue, followed by the words 'Competitive' and 'Edge' in a bold, sans-serif font.

The company Etap deals with a variety of products that ensure the implementation of sustainability. Similarly, the product Intended to launch is Sustinere Faucet, a technology-powered tap that constraints the usage of water. The product sustains the use of water as well as sustains the use of electricity. The company aims to attain a competitive edge in the market with the help of sustainability practices. Similarly, the mission of the company states its availability in the majority of households in the UK. In addition, the unique selling proposition of the company states the price and sustainability.

## Model and Concept

### Model and Concept

- The product is based majorly on the concept of AI integration that signifies green technologies.
- The AI examines and measures the usage of water and restricts the overuse of water.
- The product ensures one of the sustainable practices that ensure water conservation and prevent the depletion of natural resources.
- The concept also assists towards minimising the cost of energy used by households.
- The concept also lays emphasis on minimising the wastage of water and ensuring environmental benefits (Energystar.gov, 2023).



The concept of the product explains the integration of AI, which measures the usage of water and restricts the supply. The product is also designed based on the concept of water-saving which signifies adjustable flow restrictions. This helps to improve the efficacy of taps which can be considered sustainable. Similarly, the concept also explains the high ability to reduce the waste of water and increase household energy savings (Energystar.gov, 2023).

## Model and Concept Contd.

### Model and Concept Contd.

- The business model of E-commerce will be used by the company Etap Ltd.
- The e-commerce business model will help the company reach a large number of customers.
- The e-commerce business model has the potential to satisfy the mission of the business.
- Furthermore, the business model will mitigate the issue of geographical barriers for the company (Gupta *et al.*, 2023).
- Lastly, the business model will ensure the elimination of third parties for the business.



The company will be using the e-commerce model of business that will help it reach out to a large number of customers globally. Similarly, it will satisfy their mission of making themselves available in every household. The e-commerce model will benefit the organization by eliminating geographical barriers (Gupta *et al.*, 2023). Similarly, it helps the business to make themselves available to the consumers without any time restrictions. However, it will mainly deal directly with the consumers and eliminate the existence of middlemen.

## Competitive Strategy

### Competitive Strategy

- Various types of competition strategies can be sussed by Etap Ltd. to create a unique offering in the competition.
- The product-based differentiation strategy will be the key strategy of Etap Ltd. which will allow the company to gain height.
- The incorporation of sustainable and environmentally friendly products will help differentiate the brand in the market.
- The integration of modern technology will also be used by Etap to establish product differentiation.
- The differentiation strategies help in the capitalisation and promotion of the brand's unique aspects (Bragg, 2023).



Some various brands and companies execute their functions in the market and regarding which Etap Ltd. will be involved in several differentiation strategies that will enable stabilizing in a highly competitive market. Etap Ltd. will incorporate the sustainable and environmentally friendly offering as their main differentiation. Further, as a plan of differentiation strategy, Etap Ltd. will also integrate the use of new and advanced technologies. The using of differentiation strategies helps businesses capitalize on and promote brand uniqueness (Bragg, 2023). The main foundation of Etap Ltd.'s differentiation strategy will be based on product differentiation strategy.

## Strategy of Differentiation

### Strategy of Differentiation

- The strategy of differentiation is used in constructing the distinction and uniqueness of a business (Pokrywczyńska *et al.*, 2019).
- The Innovative approach of Sustinere Faucet will be the main centre of attraction for Etap Ltd.
- The unique selling property will engage the implication of Artificial intelligence as well as sensors intertwined with water-saving algorithms.
- The Innovative aspect of Sustinere Faucet will enable Etap Ltd. to gain uniqueness and competitive advantage.
- The building of product attractiveness and influential presentation is enabled by innovative approaches (Skeete, 2023).

Differentiation strategy is explained as an approach that helps create a distinct and unique aspect of business from others (Pokrywczyńska *et al.*, 2019). In the context of Etap Ltd. the innovation of its product will be the main aspect that will help in creating uniqueness in its product. With the innovative approach of the company, the company will meet the technological demands of customers in their daily lives. The innovative approaches help businesses to conquer attractive and impactful presentations of the product (Skeete, 2023). Etap will be serving a unique and innovative product in the market which will be different from other brands. The company will be incorporating unique selling properties of the product by the utilization of Artificial Intelligence and offering of algorithms as well as sensors to prevent water wastage.

## Strategy of Marketing

### Strategy of Marketing

- The plans and actions that are designed for promoting the service and products are known as Marketing strategy.
- The digital platform and social media will be one of the marketing strategies of Etap Ltd.
- In the promotion of Sustinere Faucet, Social media platforms will enhance the chance of Etap to communicate the products.
- Search Engine Optimisation will be one of the priorities of Etap to increase the attention of customers towards Sustinere Faucet.
- The increase and enrichment in website traffic is enhanced by the use of Search Engine Optimisation (Conductor, 2023).



A hand-drawn diagram on a chalkboard showing 'MARKETING STRATEGY' at the center. Arrows point to 'PLANNING', 'MANAGEMENT', 'RESEARCH', 'SOCIAL MEDIA', 'WEB DESIGN', and 'OPTIMIZATION PROCESS'.



An illustration showing a person standing next to a large computer monitor displaying a line graph with a red arrow pointing upwards, symbolizing growth and success in digital marketing.

Marketing strategy is defined as the action of plans designed for the promotion and selling of services and products. Regarding Etap Ltd. will be applying a marketing strategy that involves the promotion of goods and services through digital platforms, social media, and many more. One of the strategies will be the Search Engine Optimisation approach which will enable Etap Ltd. to create an effective brand presence. SEO helps increase the quality and quantity of website traffic through the method of organic search engines (Conductor, 2023). Also, Etap Ltd. will initiate the method of email marketing.

## The strategy of Marketing Contd.

### Strategy of Marketing Contd.

- Marketing tools such as Email marketing will also be used by Tap Ltd. to inform the ability of Sustinere Faucet to the customer.
- The marketing strategy of Email marketing helps in channelising and assessing new leads (Sampy, 2020).
- Also, the use of Email marketing tools will help Etap increase and enhance its visibility among consumers.
- The sustainability of the product will be promoted by the use of social media platforms such as Facebook and Google.
- The marketing strategy of Etap will also include the use of Influencer Marketing which will help in gaining a customer base.



The strategy of email marketing will help the company share information about the product. Moreover, Email marketing helps in channeling new leads and enhances brand visibility (Sampy, 2020). Further, Etap Ltd. will explore the tools of social media marketing such as using of Facebook and Google which will help the company promote its business operation and the sustainability and quality of products. The marketing scheme of influencer marketing will be used and utilized to attract and create a base of customers.

## Data and Privacy Protection

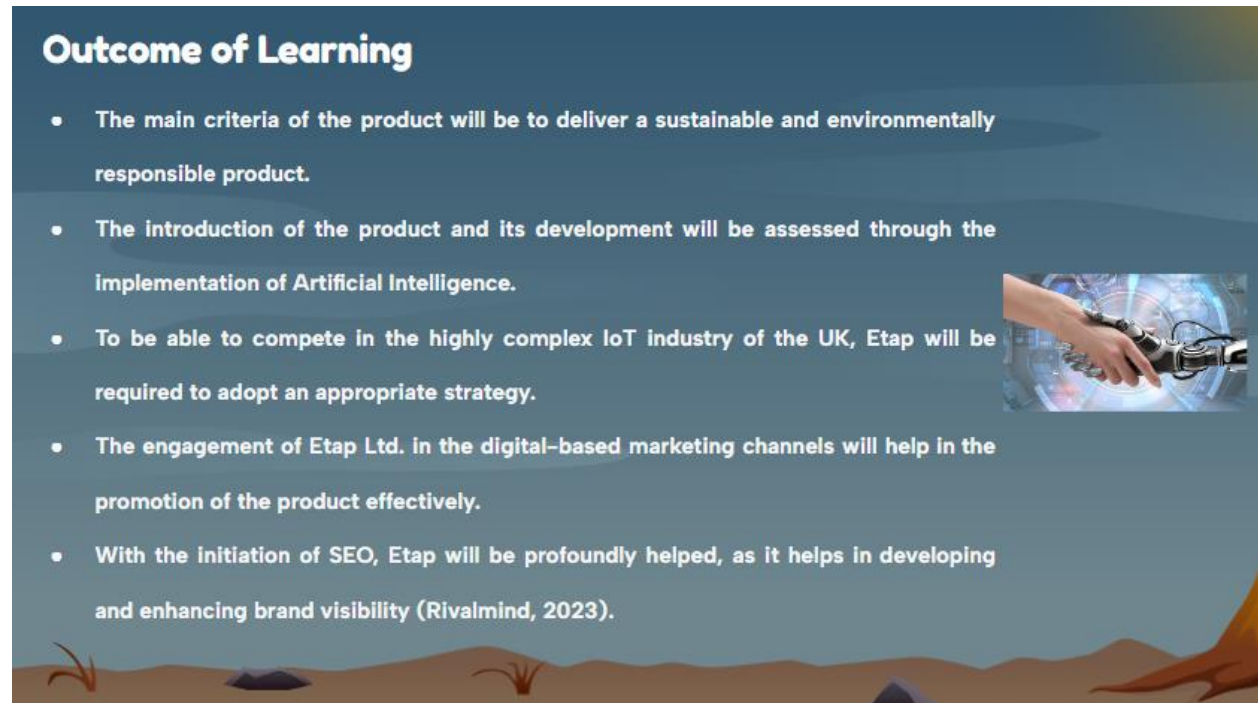
### Data and Privacy Protection

- One of the initiatives that Etap will indulge in to ensure the privacy of the customers will be the notion of the Data Protection Act 2018.
- Etap will also adopt the policies and legislation of GDPR which will guide the company to comply with regulations.
- The Data Protection Act 2018 involves clarifying the rights of customers to get access to their information (Bath, 2023).
- The implementation of the right to erasure will be highly maintained in Etap which is also known as the Right to be forgotten.
- The right to erasure deals with the right of an individual to request the removal of information and data (Ico, 2023).



To ensure the data and protection of the business and customers, Etap Ltd. will initiate the norms and policies of “GDPR and the Data Protection Act 2018”. Under the “Data Protection Act 2015”, the right to access information and data has been clarified (Bath, 2023). Etap will be highly involved in maintaining the “right to erasure”. The right to erasure is also called the **“right to be forgotten”** which involves the right of the individuals to request the erasure of information and data (Ico, 2023). Regarding the security of the products, Etap will ensure the access of the cloud to the provider.

## Outcome of Learning



**Outcome of Learning**

- The main criteria of the product will be to deliver a sustainable and environmentally responsible product.
- The introduction of the product and its development will be assessed through the implementation of Artificial Intelligence.
- To be able to compete in the highly complex IoT industry of the UK, Etap will be required to adopt an appropriate strategy.
- The engagement of Etap Ltd. in the digital-based marketing channels will help in the promotion of the product effectively.
- With the initiation of SEO, Etap will be profoundly helped, as it helps in developing and enhancing brand visibility (Rivalmind, 2023).



Through the learning of comprehension, one can assess the capability and ability of the product Sustinere Faucet by Etap Ltd. to ensure the maintenance of a sustainable and economical context. Through the understanding of competition in the market, it can be highlighted that the integration of an appropriate pricing strategy is necessary for Etap Ltd. Furthermore, the learning of the outcomes can be assessed by understanding the importance of engaging with an appropriate marketing strategy. The use of “SEO” will help in gaining the leads and visibility of the company (Rivalmind, 2023).

## Implications in the Future

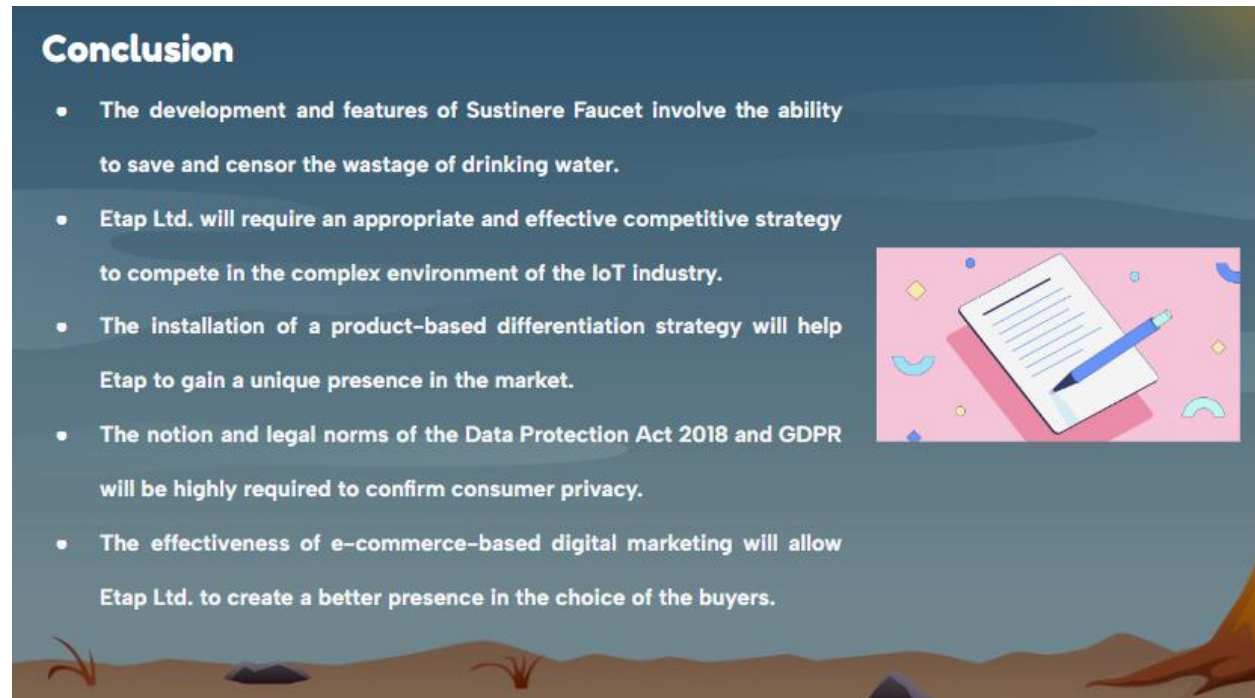
### Implications in the Future

- The engagement in the implementation of the application of norms and legislation will be carried out in Etap Ltd.
- The protocols of GDPR and Data Protection Act 2018 will be highly followed to maintain privacy and security.
- The e-commerce-based business model will effectively help the company to explore the market.
- The implementation of the e-commerce business model ensures the reduction of geographical limitations and enhances market acceleration.
- The promotion of Sustinere Faucet will be done and carried out by initiating digital and e-commerce-based channels.



The future implications for Etap Ltd. will engage in the implementation of norms and laws such as the “Data Protection Act, 2018” and GDPR which will help ensure the privacy of the customers. The brand promotion of the company will be achieved by effectively applying tools such as social and digital marketing tools. The application of E-commerce will be highly implemented in the operation of Etap Ltd. The integration of E-commerce helps in the acceleration of market time and reduces geographical limitations (Jenn Vande Zande, 2020).

## Conclusion



**Conclusion**

- The development and features of Sustinere Faucet involve the ability to save and censor the wastage of drinking water.
- Etap Ltd. will require an appropriate and effective competitive strategy to compete in the complex environment of the IoT Industry.
- The installation of a product-based differentiation strategy will help Etap to gain a unique presence in the market.
- The notion and legal norms of the Data Protection Act 2018 and GDPR will be highly required to confirm consumer privacy.
- The effectiveness of e-commerce-based digital marketing will allow Etap Ltd. to create a better presence in the choice of the buyers.



The above presentation has communicated the overview of the newly developed product Sustinere Faucet by Etap. The presentation has also been included in the study of the nature of competition in the IoT industry of the UK. The IoT sector of the UK is one of the most developed and competitive. The presentation has also shown the future implications and various types of strategies that will be used by Etap.

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