



**Developing Innovation and Creativity for Business
Advantage
(BMSW6102)**

Sandra Tirala 2113304

Executive Summary

The following study has discussed the understanding of innovation by developing a new idea of the business proposition focusing on **Eco-Cooks Co.** featuring the solar-powered product of **SunOven**. Target customers who have a high interest in sustainable items will be attracted. “Deep-Design Thinking Model” and “Disruptive Innovation” were also included in the study.

The following discussion has prominently entailed the diverse approaches of Eco Cooks in terms of creating a digital presence through formulating a website leveraging the technicalities of **SaaS and Shopify**.

The discussion also included marketing strategies including social media platforms, paid search engines, and customer journeys. Furthermore, the discussion also prominently showcases the proper alignment of various security and privacy policies that must be implemented by Eco Cooks Co. to foster a safe legal environment.

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Task 1

Introduction

The report will include the innovative product SunOven, which will be manufactured by Eco-Cooks Co. The item will be incorporated using solar energy, which will reduce energy consumption among households. The report will also focus on the target customers as well as the procedure for product sales. It will also include an e-commerce platform that will be used by Eco-Cooks Co. to set up an online website. The discussion will also include the marketing process that will be incorporated by the venture to promote their product among the target market. The report will also include data and privacy protection for customers and an online website.

“A) The innovative product”

In the broader context of the business, the importance of innovation and design thinking models and theories including the Deep Design Thinking Model is necessary, Design Thinking is regarded as a human-focused concept that leads to problem-solving that deals with maintaining ideation, prototyping, and empathy. The approach of the “Deep Design Thinking Model” is a potential design thinking that maintains solving the issues while boosting the efficiency of the transformation solution (Lewrick, 2022). The application of the innovation theories including Disruptive innovation creates a challenge within the ongoing process of the organization that also deals with generating new ideas. Moreover, open innovation also engages in boosting the aspect of collaboration that deals with making success for the products and the organization.

“Innovative product”

Eco-Cooks Co. is a potential new venture that entails improving the detailing through the generation of innovative products that are featured in the solar-powered product, the oven, which is named **SunOven**. With the wider advancement in technologies through reducing energy consumption, SunOven integrates to make the oven market more intriguing while meeting sustainability criteria. This also deals with reducing the consumption of energy while reducing the cost structure, which will help market consumers during high inflation. The different technology features assist SunOven in providing great baking and cooking services that also maintain a sustainable lifestyle

for its customers. The margin of the innovative product meets the change in the needs of the customers in promoting the solutions for tech-advanced products (Farida and Setiawan, 2022). **Customers**

As per the reports, over 20% of market customers were surveyed and stated that they are more interested in the sustainable behavior of purchasing (Statista, 2022). This creates an opportunity for Eco-Cooks Co. to target customers who have a high interest in sustainable and eco-friendly items. The core customers of Eco-Cooks Co. are individuals who have a high interest in sustainable and eco-friendly products and also individuals who have an interest in buying and using household items. The customers of the product will be those who engage in cost-effective methods while using renewable energy (Sergici and Lam, 2022). SunOven focuses on market customers that have a high potential for using eco-friendly approaches and value-added energy that also reduces carbon emissions. Eco-Cooks Co. potentially targets restaurants, as the initiation of such an item will create efficiency in reducing the carbon footprint in restaurants and will also promote sustainability and eco-friendliness among the customers.

“Where and how do you sell your product?”

Eco-Cooks Co. will be engaged in selling their products in online retail stores, which will make the brand available. The product of the new venture will be offered through catering to both online and offline markets. Eco-Cooks Co. will sell their SunOven solar-powered product in the marketplace by engaging with the e-commerce platform. Engagement with the e-commerce platform will help the brand maintain its position in the online marketplace (Zhai and Chen, 2023). In the e-commerce marketplace, Eco-Cooks Co. will merge to sell their products on Amazon, eBay, and other different platforms of e-commerce. The enrichment with e-commerce businesses will make SunOven widely recognized among the market and global customers. To maintain the physical evidence and wider accessibility of the product in the local market, Eco-Cooks Co. will open up stores so that customers can easily buy the solar-powered product.

“How do you intend to sustain your innovative business proposition?”

The process of sustaining the innovative business proposition requires collaboration and effective partnership with the brand with a great thinking approach in making appropriate decisions. The integration of innovation within the business proposition could be understood through the **“Deep Design Thinking Model.”** The utilization of the model will help in understanding the needs of the customers and in defining solutions that will create brand development (DEEP Design Thinking, 2013). The obtaining of feedback from the customers will help Eco-Cooks Co. understand the requirements of the customers. Moreover, the tendency towards open innovation will engage the delivery of SunOven products through the incorporation of technologies. The use of the application will help in offering sustainable and technology-integrated products to market customers. The business proposition will also be maintained through the **“Disruptive Innovation Theory,”** through which the new product will be innovated within a more sophisticated approach (Ho, 2022). Eco-Cooks Co. will use the innovation to make the SunOven product accessible to market customers.

Competitors

In the oven market in the UK, Hotpoint is the leading oven company, which maintains engagement among customers of over 2.7 million. Bekos is ranked as the second largest, with Bosch primarily holding 2.5 million customers (Statista, 2021). Eco-Cooks Co. will attract market customers to utilize the oven with the solar-power feature that will generate sustainable electricity. In the UK market, competitors offer usual and conventional ovens that are not sustainable and require energy consumption. The major competitors of Eco-Cooks Co. use different online channels to target the customer. The differentiation of the brand in using e-commerce platforms will create evidence for attracting the target audience.

“B) e-Commerce”

It is of great importance to create an online presence for Eco Cooks Co., as it facilitates the organization's ability to connect with a wider group of customers. The first and foremost element is a platform to present their online website, create attractive content, and include certified secure payment options and services. In the wider context of creating a digital presence through an online website for Eco Cooks Co., the prominent usage of **SaaS**, which facilitates options like **Shopify**, provides the organisation with a customisable and user-friendly interface as a solution to their e-commerce challenges and further scales the business globally (Taherdoost, 2023). The effective use of Shopify accommodates websites to streamline their procedures for development, furnishing the website with more accessibility for both professional and non-professional users. **Eco Cooks Co.** can make use of the comprehensive interface of Shopify, which will enable the organisation to easily set up a digital website and also assist in easy navigation and management (Bang, 2023). In addition, Eco Clean Co. can also make use of Shopify to gain access to a diverse range of apps, providing the organisation with additional functions such as optimising performance, listing products, and generating traffic and sales.

In terms of interacting with a wider category of customers both nationally and globally, the company Eco Cooks Co. initially plans to further escalate their business activities and operations to the **e-commerce platforms**, namely **Amazon and eBay**. In terms of connecting with both global and national consumers, both websites are acknowledged as a globally appreciated marketplace that offers access to a wider range of customer groups (Podkalicka and Fredriksson, 2023). Interacting with these predominant e-commerce platforms assists various organisations like Eco Cooks Co. to further escalate their credibility, mainly for newly established brands. Employing the services and technicalities of eBay and Amazon will further enable Eco Cooks Co. to optimise its processing options while streamlining its service for home delivery. Therefore, closely examining the services of these online platforms assists in accumulating more brand recognition while fostering prominent trust among its customer base. In the context of **website content creation**, the main features and benefits of SunOvens will be further communicated to the customer base through the description of the product, adding its USP of solar-powered operation with advanced

features and eco-friendly practices. On the website, the About Us page will determine and facilitate the long-term aims, vision, purpose, and goal of the company while highlighting its background (Limaye *et al.*, 2020). Additionally, the website will also include a daily blog section, which will provide the customer with engaging content regarding the sustainable use of products and the benefits of shifting towards eco-friendly purchases.

In the context of **photography**, the company Eco Cooks Co. will prominently include high-quality graphics and pixel images of SunOvens from various angles to showcase to consumers the practical image of the product. On the other hand, in terms of implementing **systems for secure payment**, the website will involve a safe card transaction method through the usage of a widely popular payment gateway such as **“Razor Pay,”** as it is mostly compatible with any website and also with Shopify (Ganjoo *et al.*, 2023). In the same context, the website of Eco Cooks Co. will also offer alternative payment options, such as "PayPal", to make payments more secure. Furthermore, to ensure safe card payment options for consumers, Eco Cooks will make sure to align their payment methods under the guidelines of **“Payment Card Industry Data Security Standards”** (Barney, 2023). The proper following of these guidelines, facilitated by **PCI-DSS**, will ensure the authentic exercise of SSL encryptions to safeguard the personal card details of the customer base.

“C) Marketing”

“How will you promote your product?”

The promotion of Eco-Cooks Co.’s product will be done by using the beneficiaries of different social media channels that will help create brand recognition among the market's customers. Social media marketing will be done so that the different schemes and offers are easily reached by the target audience, and they entail the buying process (Tuten, 2023). For the sale of SunOven products, Eco-Cooks Co. will also engage in advertising the new product of SunOven, which will promote sales promotion and revenue generation for the venture. The target customers of Eco-Cooks Co. are those individuals who have a high interest in sustainable and solar-powered products. The customers will be targeted through the marketing channels of social

media platforms, email marketing, and influencer marketing (Luttrell *et al.*, 2022). They will be reached through understanding their demands and necessities regarding oven products and technological integration.

“Who are your target customers? How will you reach them?”

The target customers of Eco-Cooks Co. are those who are interested in buying household equipment at a very reasonable price, which also adds value regarding the use of sustainable and solar-powered products. The target customers will be reached through generative content incorporating videos, images, and posts on different social media platforms that will make the customers aware of the product and the brand. Customers will be targeted by using social media platforms, including **Facebook**, where the advertisements will be published through the Facebook Ads feature (Freedman, 2019). The process will permit Eco-Cooks Co. to target its market customers and understand their interests, behaviors, and demographics. The new venture will also promote its innovative product in the marketplace among the target audience by incorporating the use of paid search engines that will be engaged by the company through publishing relevant content on **Google**. Paid search engines will generate leads and traffic on the website of Eco-Cooks Co., which will result in the visibility of the brand in the first instance. The understanding of the role of the customer journey highlights the method that leads to visualizing the interactive experience of customers with the organization based on the customer's point of view (Palazón *et al.*, 2022). To engage with interactive sessions among the market customers, Eco-Cooks Co. will indulge in paid search engines and social media platforms so that easy communication is formed. Eco-Cooks Co. will also engage with the **pre-launch promotion**, which will boost the interest of the target audience by boosting the promotion aspect. Marketing campaigns will be conducted by incorporating advertising and content marketing (Luttrell *et al.*, 2022). The process will be continued through **email marketing**, where the pre-launch promotion will also be through obtaining customers' emails. Through this, customers will be aware of the discounts and schemes that will be offered through the SunOven product.

“D) Privacy and Data Protection”

In terms of Eco Cooks Co., it is integral for the company to ensure proper alignment of privacy and data protection policy under the “**GDPR (General Data Protection Regulation) and Data Protection Act 2018**” to safeguard its operational activities and procedures (Legislation, 2018). In addition, compliance with the “Privacy and Electronic Communication Regulation” (PECR) is also a crucial factor for Eco Cooks Co. to safeguard and properly initiate electronic marketing communication. In alignment with the “**GDPR and Data Protection Act 2018**,” Eco Cooks Co. should ensure that personal details and data processing activities are conducted lawfully (Legislation, 2018). This will mainly involve procuring consent from the customer regarding the gathering and use of their details. The organization should also emphasize gathering information initially for specific reasons. In the context of **PECR**, Eco Cooks Co. must emphasize procuring the personal consent of diverse individuals before facilitating them with electronic marketing communication (Legislation, 2023). Furthermore, the company must ensure that the consumers proactively opt-in to accept the marketing communication sent by the company. In the context of the output mechanism, Eco Cooks Co. must facilitate accessible features for consumers to opt out of accepting messages for marketing communication, encompassing all forms of email marketing and unsubscribe links.

The company should also purposefully communicate crucial information to its users regarding the acceptance of cookies and tracking software, with an option for either accepting or rejecting them. Moreover, the organization must support the “**right to erasure**” by actively proposing to delete consumers' personal details and data upon their request since there is no legal basis for retaining it (Van Ooijen and Vrabec, 2019). In the context of **privacy policies**, Eco Cooks Co. must emphasize constructing an overreaching privacy policy that outlines the procedures of the company for gathering, safeguarding, and restoring customer information while maintaining its accessibility and transparency. In the context of **security**, Eco Cooks Co. must focus on hiring, appointing, or collaborating with other security organizations to test and safeguard their operating software and servers daily (Chopra and Chaudary, 2020). Furthermore, it will safeguard the organization from a wider range

of security threats or cyber-attacks while also protecting the operating systems of the company from newly developed viruses and malware.

Conclusion

To conclude, the above report comprehends the overarching creation of a sustainable and innovative product named SunOvens which is founded upon the concept of a solar-powered oven. The escalated market of ovens is prominently dominated by the companies such as Bosch, Hotpoint, and Beko. further to revolutionize the diverse industry of oven Eco Cooks Co. initiated to facilitate an eco-friendly and sustainable cooking oven named Sun Ovens. The organization also initiates to formulate a comprehensive plan for its online website which will facilitate to the customers through platforms like Amazon and eBay. Eco Cooks also emphasises the proper compliance of its privacy and security policies and alignment with the Data Protection Act.

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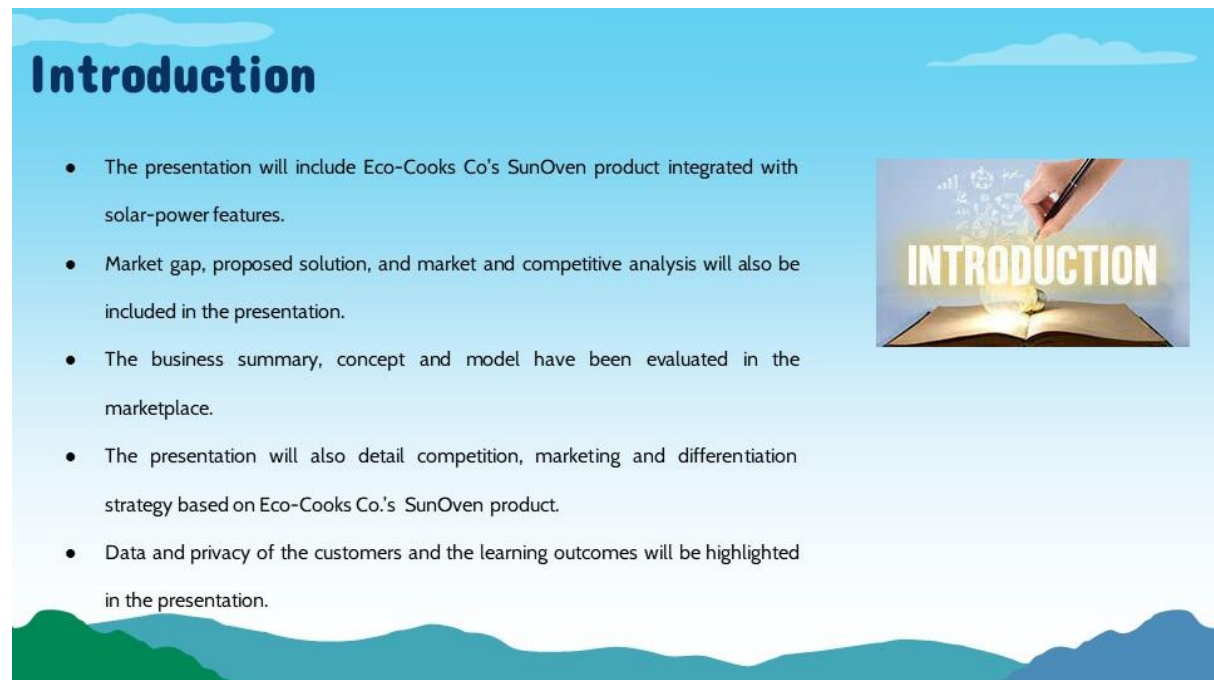
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Task 2

Introduction

The slide has a light blue background with a white cloud at the top left and a green mountain range at the bottom. The title 'Introduction' is in a bold, dark blue font. To the right of the text is a small image of a hand writing on a book with the word 'INTRODUCTION' appearing in glowing letters. The text on the slide is as follows:

Introduction

- The presentation will include Eco-Cooks Co's SunOven product integrated with solar-power features.
- Market gap, proposed solution, and market and competitive analysis will also be included in the presentation.
- The business summary, concept and model have been evaluated in the marketplace.
- The presentation will also detail competition, marketing and differentiation strategy based on Eco-Cooks Co.'s SunOven product.
- Data and privacy of the customers and the learning outcomes will be highlighted in the presentation.

The presentation will be detailed on Eco-Cooks Co's new product SunOven including the feature of solar-power. It will also include the market gap, proposed solution, and market and competitive analysis. The business summary, concept and model, competition, marketing, and differentiation strategy will also be presented. It will also include data and privacy with learning outcomes.

Market Gap

Market Gap

- A market gap has been identified in terms of national and international limitation that reduces the economy and influences technological usage.
- In both markets, the customers use sustainable practices through the aspect of innovation that declines the environmental impact (Khan *et al.*, 2021).
- Different appliances of the household prevail gap as they use traditional equipment that reduces the use of energy and sustainability aspects.
- Green technology demands are increasing in the global market boosting the preferences and needs of the customers.
- Addressing the market gap will create environmental opportunities and lead towards generating innovative solutions.



The market gap includes different global and national limitations that also decline the economy and the advancement of technologies within the products. Both the customers in the marketplace tend to reach sustainable practices while engaging with innovative approaches that also reduce the impact on the environment (Khan *et al.*, 2021). The gap is evident in the different appliances of the household where the traditional equipment limits the use of energy and sustainability aspects. In the global market, green technology demands are increasing within the marketplace. The potentiality of solving the gap in household products can ensure meeting the requirement of environmental conservation. The sustaining of the market gap will also lead to creating environmental opportunities in innovative solutions.

Proposed solution

Proposed Solution

- Eco-Cooks Co. focuses on engaging the new innovative product SunOven that caters for solutions for resisting the gap in the marketplace.
- solar-powered oven changes the traditional modes of the oven by engaging with technologies, sustainability and environment friendly.
- SunOven reduces the consumption of energy from households and saving the cost of electricity for individuals.
- Product design promotes eco-friendliness and sustainable living (Paparoidamis *et al.*, 2019).
- SunOven focuses on reducing carbon emissions and engaging in boosting the lifestyle of eco-conscious customers.



Eco-Cooks Co. aims to engage with their innovative product of SunOven that effectively initiates catering solutions for resisting the gap in the marketplace. The solar-powered oven changes the traditional modes of the oven by engaging the product with the integration of technologies that also meet the aspect of sustainability and environment friendly. SunOven not only engages in baking items but also incorporates in reducing the consumption of energy from households which also deals in saving the cost of electricity for individuals. The design of the product points to the aspect of eco-friendliness that promotes sustainable living (Paparoidamis *et al.*, 2019). SunOven indulges in reducing carbon emissions and is also effectively determined to follow the lifestyle of eco-conscious customers that also meets customers' demands.

Market analysis

Market Analysis

- The market analysis incorporates the demand for sustainable items and solar-powered products by the customers.
- Global and national technological market demands sustainable and eco-friendly products that serve to maintain the aspect of the customers.
- It maintains innovation through the technological concept that encourages boosting market growth.
- In 2023, 0.55 billion in revenue was generated from the oven market in the UK (Statista, 2023).
- The green technology market in the UK was valued at over £7.19 billion in 2019 (Great.gov.uk, 2019).



The analysis of the market includes the demand for sustainable items and solar-powered products by the customers. The technological market in the global and national marketplace demands the necessity of sustainable and eco-friendly products that serve to maintain the aspect of the customers. This also includes maintaining innovation with the technological aspect that encourages boosting the market growth. In 2023, the overall revenue generated from the oven market in the UK was 0.55 billion (Statista, 2023). In 2019, the green technology market in the UK was estimated to be valued at over £7.19 billion and aims to increase the projected growth by the end of 2026 (Great.gov.uk, 2019).

Competitive analysis

Competitive Analysis

- Major competitors operate in the UK in the oven marketplace which creates tough competition.
- Hotpoint, Bosch, Indesit, AEG and Beko are the major competitors creating tough competition for Eco-Cooks Co.
- Eco-Cooks Co maintains a wide differentiation from the other competitors in the marketplace.
- It is done by providing solar-powered ovens with the feature of eco-friendly and sustainable energy consumption.
- Hotpoint is located at a position of 2,745 in the UK which creates a high level of market competition (Statista, 2021).



There are major competitors in the UK market who operate in the oven marketplace. Such competitors are Hotpoint, Bosch, Indesit, AEG, and Beko which compete in the market creating tough competition for Eco-Cooks Co. The differentiation from the other competitors of the brand is maintained by Eco-Cooks Co. through providing solar-powered ovens that use the efficiency of eco-friendly and sustainable energy consumption. It is evident that Hotpoint, the most renowned oven brand in the UK, is located at a position of 2,745 (Statista, 2021). This will create high competition for Eco-Cooks due to the high prevalence of the competitors.

Business Summary

Business Summary

- Eco-Cooks Co. initiates the product of SunOvens including solar-powered ovens that also mitigates the market gap.
- Market positioning is incorporated by the brand with the major competitors including Hotpoint, Bosch, Indesit, AEG and Beko.
- Promoting sustainability and eco-friendliness is the USP of the brand while using technological products and solar energy.
- The business aims to reduce its consumption cost which will also help in indulging with the environmental aspects.
- Eco-Cooks Co. focuses on committing towards the innovation criteria that are maintained within the global and international markets.



Eco-Cooks Co. engages in introducing an innovative product incorporating SunOven that is focused on solar-powered ovens that also mitigates the market gap for sustainability issues regarding technological items. The brand is incorporated in maintaining its market positioning with the major competitors including Hotpoint, Bosch, Indesit, AEG, and Beko. The USP of the brand is to promote sustainability and eco-friendliness through the use of technological products that also implement solar energy efficiently. Through solar power, the business aims to reduce its consumption cost which will also help in indulging with the environmental aspects. The commitment of Eco-Cooks Co. engages in committing to the innovation criteria so that the global and international market of ovens is improved.

Concept and Model

Concept and Model

- Eco-Cooks Co. will initiate paid search engines that will result in further promoting the brand in the marketplace.
- It will create the brand by maintaining advertising and generating search results which will also generate leads.
- Technology integration within the oven product of the brand will also indulge in broadening the customer journey.
- Email marketing will also be initiated so that the pre-launch stage of the business (Desai and Vidyapeeth, 2019).
- Email marketing will help in creating a wider recognition for SunOven products in the marketplace.



Eco-Cooks Co. will initiate the prospect of paid search engines which will help in promoting the brand in the marketplace. This will help the brand maintain advertising and generate search results among the users which will also generate leads. The technology integration within the oven product of the brand will also indulge in broadening the customer journey. Email marketing will also be initiated so that the pre-launch stage of the business is effectively led towards the recognition of the product (Desai and Vidyapeeth, 2019).

Concept and Model Contd.

Concept and Model Contd.

- Eco-Cooks Co. will initiate models in the business by fostering the feature of the solar-powered innovative product of SunOven.
- The **“Deep Design Thinking Model”** will be initiated by the company that engages in processing with the wider exploration of ideas (Rikke Friis Dam, 2019).
- This will develop in formulating the new idea development that will create enrichment of the organisation.
- The whole procedure will be boosted within the business while understanding the aspects of the customers.
- The utilisation of feedback will ascertain the needs of customers' expectations in buying the product of SunOven.



Eco-Cooks Co. will initiate the effectiveness of the models in the business by engaging with the solar-powered innovative product of SunOven. The company will focus on the **“Deep Design Thinking Model”** that engages in processing with the wider exploration of ideas (Rikke Friis Dam, 2019). This will create an emergent of new idea for the company as the whole procedure will be boosted within the business while understanding the aspects of the customers. The constant use of feedback will meet the requirements of customers' expectations in buying the products.

Competition Strategy

Competition Strategy

- In the oven market, different brands operate which might create a competitive situation for Eco-Cooks Co.
- A differentiation strategy will be used by the company so that it deals with creating a competition strategy.
- A potential strategy will be implemented by the company through offering unique selling of the product by incorporating the technologies and sustainability with the solar-powered feature.
- Differentiation strategy will aid in enriching brand differentiation by engaging with the standards and quality of the SunOven product (Natalia and Ellitan, 2019).
- The innovation of the product will be integrated which will sustain itself in the competitive marketplace.

An illustration of four people (two men and two women) standing on a green field, holding a large golden trophy. They are dressed in casual athletic wear. The background is a light blue sky with a few clouds.

Different brands operate in the oven market of the UK which might create a competitive situation for Eco-Cooks Co. The company will use the differentiation strategy as part of its competition strategy. The potential strategy will be implemented by the company through offering unique selling of the product by incorporating the technologies and sustainability with the solar-powered feature. The differentiation strategy will assist in boosting brand differentiation by engaging with the standards and quality that will integrate the design of the product (Natalia and Ellitan, 2019). As the product will be integrated into the innovation aspect it will sustain itself in the competitive marketplace.

Differentiation Strategy

Differentiation Strategy

- Eco-Cooks Co.'s differentiation strategy will be initiated on different aspects of innovation that will also be sustained with the solar-powered feature of SunOven.
- A wide differentiation of the brand will be created through effective solutions and innovation aspects (Dana *et al.*, 2022).
- The differentiation strategy of the brand will be incorporated through engaging with Research and development.
- Research and development will meet the requirements of a technological boost that will create opportunities for the brand.
- The quality of the SunOven product will be maintained through the differentiation strategy.



Eco-Cooks Co.'s differentiation strategy will be dependent on marking the different aspects of innovation that will also meet with the solar-powered feature of SunOven. Through effective solutions and innovation aspects, it will create a wide differentiation of the brand in the marketplace (Dana *et al.*, 2022). The differentiation strategy of the brand will be incorporated through engaging with Research and development that will meet the requirements of a technological boost. Maintaining the quality of the SunOven product, the differentiation strategy will be necessitated by the brand.

Marketing Strategy

Marketing Strategy

- Eco-Cooks Co. will use different modes of marketing strategy which will assist in promoting the brand and their product in the market.
- The target market will be attracted which will deal in catering towards the digital platform presence.
- This will also integrate the aspect of the brand in the marketplace (Agzamov *et al.*, 2021).
- The brand will implement the use of social media platforms that will also promote the product SunOven by Eco-Cooks Co.
- Different contents, videos and details in the description of the product will indulge in creating a great reputation for the brand in the marketplace.

A colorful graphic with the text 'MARKETING STRATEGY' in the center. It features various icons: a target, a group of people, a bar chart, a person at a computer, and a dollar sign. The background is a light blue sky with clouds and green hills at the bottom.

Eco-Cooks Co. will initiate different modes of marketing strategy that will help the brand promote its product in the marketplace. The target market will be attracted through the presence of digital platforms that will integrate the aspect of the brand in the marketplace (Agzamov *et al.*, 2021). To promote the product of SunOven by Eco-Cooks Co., the brand will implement the use of social media platforms. Different content, videos, and details on the description of the product will be published on the platform which will attract the market customers.

Marketing Strategy Contd.

Marketing Strategy Contd.

- Eco-Cooks Co. will create an engagement with the marketplace customers that will be initiated through the SEO platform.
- SEO platforms will boost leads in their e-commerce and conventional business platforms.
- This will increase the number of customers for the brand (Zelenetska *et al.*, 2023).
- Email marketing will also be used where different schemes on the product regarding the preferences of the customers.
- This will be used within the solar-powered product which will entail boosting the dimension of the product.



To engage with the customers in the marketplace, Eco-Cooks Co. will also implement the use of an SEO platform. The use of the SEO platform will generate leads in their e-commerce and conventional business platforms, increasing the number of customers for the brand (Zelenetska *et al.*, 2023). Email marketing will also be used where different schemes on the product regarding the preferences of the customers on the use of the solar-powered products will also be detailed.

Privacy and Data Protection

Privacy and Data Protection

- The data protection and privacy of the market customers will be maintained through the initiation of legislation and regulations.
- The maintenance of the customer's privacy will be initiated by applying the "Data Protection Act of 2018" (Legislation.gov.uk, 2019).
- This will ensure the protection of the rights of the customers regarding their details and information.
- Eco-Cooks Co.'s SunOven product will be maintained by preserving the security while using the product.
- Eco-Cooks Co. will entail the right to erasure which will maintain the privacy policy of customers.

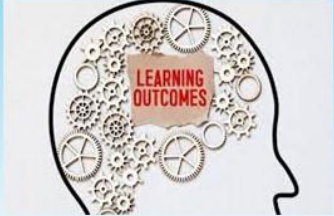


The data protection and privacy of the market customers will be effectively maintained through the initiation of legislation and regulations that will create efficiency in the brand. The maintenance of the customer's privacy will be initiated by applying the "Data Protection Act of 2018" which will ensure the protection of details and rights of the customers (Legislation.gov.uk, 2019). The technological integration with the solar-powered feature of Eco-Cooks Co.'s SunOven product will be maintained through preserving the security while using the product. Moreover, Eco-Cooks Co. will also engage right to erasure that will secure the privacy policy and entail detecting unnecessary content.

Learning Outcomes

Learning Outcome

- The development of SunOven by Eco-Cooks Co will be maintained through the solar-powered idea.
- It meets with the aspect of boosting sustainable and environmental concepts.
- Marketing engages in promoting the engagement and experience of customers which was understood from the assignment.
- Digital platforms and social media platforms also engage in boosting the efficiency of the business (Ortiz-Ospina and Roser, 2023).
- SEO also generates business leads which also enriches the tendency of the business among customers in the marketplace.



From the assignment, it could be understood that the potentiality of the solar-powered idea in the development of SunOven by Eco-Cooks Co. integrates the business aspect in enriching the sustainable and environmental concept. Through the aspects of marketing, it has been understood that the aspect engages in promoting the engagement and experience of customers. The use of digital platforms and social media platforms also engages in boosting the efficiency of the business (Ortiz-Ospina and Roser, 2023). The understanding also states that SEO also deals with generating business leads which also increases the tendency of the business. The maintenance of security also deals with preserving the rights of the customers while integrating the product.

Future Implications

Future Implications

- Customers' privacy and the business modes will be managed by Eco-Cooks Co. through engaging in a safe environment.
- The reputation of the company will also be developed through following rules and legislations published by the government.
- The benefit of digital marketing will benefit in creating a brand reputation.
- Digital marketing will also create customer engagement while dealing with the market audience (Zelenetska *et al.*, 2023).
- The buying process and competitiveness of the brand will also be enriched through the concept.

A graphic featuring a lightbulb with a black base. Inside the lightbulb, there are several colorful circular icons representing different digital marketing concepts: a bar chart, a dollar sign, a lightbulb, a Wi-Fi symbol, a mail icon, and a gear. To the right of the lightbulb, the words "DIGITAL MARKETING" are written in a bold, sans-serif font, with "DIGITAL" in blue and "MARKETING" in green.

The privacy of the customers and the business modes will be maintained by Eco-Cooks Co. by following the requirements of a safe environment. The reputation of the company will also be developed through the modes of following the requirements of rules and legislations published by the government. In the future, the benefit of digital marketing will benefit in creating brand reputation and engagement among customers (Zelenetska *et al.*, 2023). The buying process and competitiveness of the brand will also be boosted.

Conclusion



Conclusion

- The presentation has highlighted Eco-Cooks Co's product SunOven which incorporates the feature of solar power.
- The identification of the market gap and the solution for the issues has also been included in the presentation.
- Market, competitive analysis, business summary and concepts and models have been detailed.
- It also included differentiation, competition and marketing strategy.
- The data protection security and learning outcomes have also been included in the presentation.

CONCLUSION

The following presentation has highlighted the new innovative product that has been featured through solar power including Eco-Cooks Co's product SunOven. The discussion has also followed with the identification of the market gap and the solution for the issues. It has also included market, competitive analysis, business summary, and concepts and models. Differentiation, competition, and marketing strategy with data protection security and learning outcomes have also been highlighted.

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