

**Developing Innovation and Creativity for Business  
Advantage**

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## **Executive summary**

Developing innovation and creativity is the process of generating new ideas through thinking creatively, experimenting with new concepts, and contributing inventive solutions. For developing innovation and creativity, this individual project plan report has developed an innovative business proposition. The innovative product was plant-based (vegan) sausages and the venture was Plant Bliss Bites. The project plan provided key information about the innovative product, target, customers, sustainability, plan, and competitive landscape. Then the project produced an e-commerce plan using Saas like Shopify and marketplaces like Amazon and eBay. Then it has outlined the process for creating content and the payment management system. The Marketing section outlined the ways of promoting the innovative products including the marketing channels, understanding of customer journeys with their role, and the consideration of marketing mix for the integrated marketing plan. Finally, the report produced a privacy and data protection plan considering the GDPR, Data Protection Act 2018, and privacy and electronic communication regulations.

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## **1. Introduction**

In response to the development of innovative products and services, this report aims to produce a project plan for identifying an innovative product and proposing an e-commerce website that will enable the innovative product to reach the target customers. The project plan will meet the requirements in four major areas. The first section will describe the innovative products, the second section will produce an e-commerce plan to propose to set up an online website, the third section will produce a marketing plan, and the final section will produce the privacy and data protection plan.

## 2. (A) The innovative product and unique service proposition

### Plant-based (vegan) sausages

Plant-based sausages are alternative to traditional meat sausages comprising a blend of plant-derived ingredients such as legumes, grains, spices, etc. It is catered to the changing preferences of vegetarian and vegan lifestyles. It is also aligned with sustainable and health-conscious dining choices. It embodies a blend of taste, nutrition, and ethical considerations as a response to delicious and sustainable requirements (Shalley, 2020).



Figure: Plant-based (vegan) sausages (Gloor, 2021)

### **Target customers**

This innovative product is targeting some specific customer groups. The target customers are those who prioritize health, nutritionally rich food options, sustainability, and ethical dining. They are characterized by urban lifestyles, millennials, vegetarian and vegan choices. This dynamic group values ethical practices and has a desire for culinary diversity (Brown, 2018).

### **Sales channels**

This entrepreneurial venture will launch its business in London with strong emphasis on online channels. It will employ a multi-channel distribution strategy to maximize accessibility and convenience for the target customers. It will implement eye-catching in-store displays and promotional activities to enhance visibility and attract consumer attention. For broader reach, it will develop a user-friendly e-commerce platform. It will capitalize on online platforms and strategies including social media campaigns and search engine optimization to reach a wider audience (Hana, 2022). Besides, it will partner with local restaurants and cafes to feature the product and participate in pop-up events and food festivals to showcase products and create buzz around the brand.

### **About the venture and venture name**

Plant Bliss Bites will be the name of the venture. The name reflects the focus on using plant-derived ingredients to create a blissful and satisfying culinary experience. Its mission is to redefine the culinary experience by offering innovative plant-based sausages and providing health-conscious consumers with a sustainable and ethical alternative (Christensen, 2017). Its vision is to be a leading force in the plant-based food industry for inspiring a shift towards sustainable and compassionate dining where flavorful and plant-based delights are at the heart of conscious consumer. So that it will establish a robust e-commerce presence, build brand awareness through targeted marketing, and prioritize customer data privacy and security through GDPR compliance and stringent data protection measures (Hana, 2022). It will also cultivate a loyal customer base through continuous product innovation and community engagement.

### **Sustainability strategy**

Sustainability is the core focused area of this project. Plant Bliss Bites is committed to sustainability in all aspects of its operations. For sustainability concern, it will focus on ingredients sourcing, eco-friendly packaging, and carbon-neutral operations. For ingredients sourcing, it will prioritize locally sourced and organic ingredients to reduce the carbon footprint and support local farmers and engage in partnerships with suppliers who share the commitment to sustainable and ethical practices (Shalley, 2020). Then for eco-friendly packaging, it will utilize biodegradable and recyclable packaging materials. Finally for carbon-neutral operations, it will offset carbon emissions through investments in renewable energy projects and carbon offset programs. It will also optimize operational processes to minimize energy consumption and waste.

### **Competitive landscape**

Though the food industry in London is highly competitive and mature industry, plant-based vegan sector is an emerging sector. There some existing competitors in London like GreenBite, EcoEats, etc. They offer a range of plant-based products. They distribute primarily through supermarkets and has a strong online presence (Hana, 2022). For differentiation strategy, Plant Bliss Bites will focus on innovating flavors and introducing limited-edition options. It will also collaborate with renowned chefs to create signature recipes and provide a unique and effective product line. It will also differentiate by promoting a commitment to supporting the local community and reducing transportation-related environmental impact. Then it will implement a robust online and offline community engagement strategy and foster a sense of community around the brand for encouraging customer loyalty and advocacy. These strategies will provide competitive advantages to Plant Bliss Bites in the London market (Nonaka, 2021).

### **3. (B) Setting Up an eCommerce Platform for Plant Bliss Bites**

To become successful in the modern business world, it is essential to establish a robust eCommerce platform. It can help to reach a broader audience and maximize sales potential. An online platform can serve as a gateway to connect with the target consumers (Johnson, 2021). So, an integrated and structured eCommerce platform is presented here for Plant Bliss Bites.

#### **Platform selection**

Choosing the right eCommerce platform is the primary requirement for success. In this regard, Shopify is a powerful and user-friendly platform that offers scalability, ease of use, and a plethora of features tailored for businesses of all sizes. This is a Software-as-a-Service (SaaS) solution (Hana, 2020). Plant Bliss Bites will use Shopify to create a visually appealing and effective online store. To maximize visibility and tap into established customer bases, Plant Bliss Bites will consider integrating with popular marketplaces like Amazon and eBay. These platforms provide access to a vast customer pool and offer an additional channel for sales. Integration with these marketplaces will be strategically managed to maintain brand consistency and enhance discoverability (Harvard Business Review, 2022).



Figure: Shopify (Hana, 2022)

## **Website design and user experience**

For creating a visually appealing and user-friendly website, Plant Bliss Bites will ensure easy navigation and a straightforward purchasing process. It will also focus on high-quality imagery by utilizing professional photographs. This will showcase the diverse range of plant-based sausages by highlighting their flavors and textures. Effective and responsive design is crucial for success (Nonaka, 2021). Plant Bliss Bites will ensure the website is accessible and functional across various devices like smartphones and tablets. It will also have communication channel and review system. It will integrate social media into the eCommerce strategy by including share and follow buttons to encourage customers to share their Plant Bliss Bites experience on platforms like Instagram, Facebook, and Twitter. It will also leverage user-generated content and positive testimonials on the website to build trust and credibility. In the website it will employ SSL certificates to encrypt data transmitted between the website and users (Hana, 2022). Then it will clearly communicate the privacy policy on the website for assuring security measures. For continual optimization, it will integrate analytics tools such as Google Analytics to track website performance, user behavior, and sales metrics.

## **Content creation**

Effective content creation is crucial for success. The content will provide a clear product description for each sausage variant. It will mainly emphasize flavor profiles, nutritional benefits, and ethical sourcing. There will be a blog section to share informative content on plant-based living and health benefits using Plant Bliss Bites sausages. It will develop a brand narrative that communicates the story behind Plant Bliss Bites. It will also invest in professional food photography to visually communicate the quality and appeal of the products. The content will also leverage visuals through videos and infographics to narrate the journey and sustainability initiatives (Dyer, 2019).

**Payment services**

Effective and robust payment service is crucial element of a robust e-commerce platform (WEF, 2023). Plant Bliss Bites will offer secure and convenient payment options. For credit card payments, it will utilize a reputable payment service provider like Stripe. It will also have an additional payment option for customers who prefer using PayPal, mobile banking, etc. For PCI-DSS compliance Plant Bliss Bites will implement encryption protocols to safeguard customer payment information during transmission. Then it will conduct periodic audits and assessments to ensure continued compliance with PCI-DSS standards.

## **4. (C) Marketing Strategy**

Plant Bliss Bites will adopt an integrated marketing strategy. Target customers are health-conscious individuals, preferring nutritionally rich food options, sustainability, and ethical dining, and those embracing vegetarian lifestyles. They are urban dwellers and millennials (Amabile, 2016). Based on this target market, the overall marketing strategies have been developed.

### **Marketing channels**

Plant Bliss Bites will reach the target customers through an integrated marketing channel. It will utilize a mix of online and offline marketing channels. In response to the social media concern, it will use Facebook, YouTube, Instagram, X (Twitter), etc. (Hana, 2022). It will create visually appealing content to showcase the diverse range of plant-based sausages and run targeted ads to reach the target market. For social media engagement, Plant Bliss Bites will encourage customers to share their Plant Bliss Bites experiences through user-generated content such as photos and testimonials. Then it will run contests and challenges to encourage participation and create a sense of community around the brand.

Then it will invest in paid search advertising to appear prominently when users search for plant-based or vegan food options. For Google Ads it will utilize keywords related to plant-based sausages, ethical eating, sustainable food choices, etc. This will help to broaden the reach. Besides, compelling content will be a crucial part of marketing strategy (Brown, 2018). It will regularly publish blog posts on the website covering topics related to plant-based living and sustainable eating and share creative recipes using Plant Bliss Bites sausages to inspire and engage the audience. For visual storytelling, it will create visually appealing content to narrate the story of brand and sustainability initiatives.

Email marketing is another crucial aspect of effective marketing. It can play a vital role in nurturing relationships with customers. For effective email-marketing Plant Bliss Bites will conduct pre-launch promotions to gather email addresses by offering exclusive discounts, and product samples to early subscribers (Distanont, 2022). Then it will seek permission to send email and then send personalized email campaigns with product updates, exclusive offers, relevant content, etc. to keep customers engaged. For influencer

collaborations it will partner with influencers in the health, sustainability, and vegan lifestyle and create collaborative content with influencers (Hana, 2022).

### **Understanding of customer journeys and its role**

Understanding customer journeys is essential for targeted marketing efforts. Customer journeys represent the unique pathways individuals take from initial discovery to becoming loyal customers. The journey begins with awareness. In this stage, potential customers can search plant-based sausages through marketing channels (Eisenhardt, 2019). Then in the consideration phase, they may engage content on website and compel product information. Then they make purchase decisions. In the post-purchase, the focus shifts to customer retention. This customer journey helps to tailor marketing strategies and optimize touchpoints. In response to this journey, Plant Bliss Bites will tailor marketing messages based and implement retargeting ads to remind users who have visited the website but did not make a purchase. This will encourage them to complete the transaction (Hana, 2022).

### **Consideration of marketing mix**

This marketing strategy is not limited to promotional aspects. It will focus on a comprehensive marketing mix. The above discussed part mainly focused on the promotional activities of marketing, The 4Ps of marketing mix including product, price, place, and promotion will be designed as a part of robust marketing strategy (Dyer, 2019). The 4Ps of this innovative product idea is presented in the Appendix A. ***(See details in Appendix A)***

## **5. (D) Privacy and data protection**

Privacy and data protection is crucial for protecting this innovative product idea as well as for protecting the valuable business data. It will safeguard the personal information of customers and stakeholders in different stages. So, the privacy and data protection plan is designed in line with the General Data Protection Regulation (GDPR), Data Protection Act 2018, and Privacy and Electronic Communication Regulations (PECR). GDPR ensures the protection of personal data by imposing strict guidelines on its collection, processing, and storage (WEF, 2023). The Data Protection Act 2018 specifies how the GDPR regulation is applied domestically including the principles for fair and transparent data processing, individuals' rights, etc. PECR focuses on electronic communications, governing rules for direct marketing, cookies, and the confidentiality of communications (Hana, 2022). In consideration to these regulatory frameworks, the privacy and data protection plan is designed.

### **Consent management**

Firstly, the project will obtain clear and informed consent in line with these regulations and implement an explicit opt-in mechanism for collecting customer data by clearly stating the purposes of data processing. For granular consent, it will request separate consent for different processing activities for allowing customers to choose the level of information sharing (Eisenhardt, 2019).

### **Opt-out mechanism**

Opt-out mechanism ensures the respect of customer preferences. So, in line with the opt-out mechanism requirements, the project will provide an easy-to-use opt-out mechanism for customers who wish to unsubscribe from marketing communications. For prompt action, it will process opt-out requests promptly for ensuring preferences of customers are honored in a timely manner (Kelley, 2022).

### **Data subject rights**

The regulatory framework also provides guidance for protecting the rights of information. So, the plan will focus on empowering customers with control over their data. In response to the right to erasure, the project will implement a process to honor requests for the erasure of personal data by ensuring it is permanently and securely deleted (Johnson,

2021). For access and rectification, it will enable customers to access their data and rectify any inaccuracies through a user-friendly interface.

### **Security measures**

The project also requires implementing robust security measures. For secure access to cloud provider, the project will utilize strong authentication mechanisms and access controls to ensure only authorized personnel can access customer data stored in the cloud (Hana, 2022). Then for sensitive default access, the project will adopt the principle of least privilege for limiting default access to the minimum necessary for employees to perform their roles. Then for frequent access reviews, the project will conduct regular access reviews to ensure that only those who require access continue to have it. This will reduce the risk of unauthorized access. Finally, for encryption in transit and at rest, the project will implement encryption protocols for data both in transit and at rest. This will safeguard customer information against interception and unauthorized access (Nonaka, 2021).

### **Data breach response and employee training**

Though the data protection and privacy framework ensure the protection of information, there is always risk of data breach. So, the project will have a detailed incident response plan by outlining the steps to be taken in the event of a data breach. It will establish a communication strategy for notifying affected parties, regulatory authorities, and the public. This will also ensure transparency and compliance. It will also conduct data protection impact assessments for high-risk processing activities for identifying and addressing potential privacy risks. Plant Bliss Bites project will also arrange regular training sessions for employees on data protection policies, security best practices, and the GDPR for minimizing the risk (Shalley, 2020).

## **6. Conclusion**

The comprehensive project plan is produced for the success of an innovative product idea in London namely plant-based (vegan) sausages and the venture of Plant Bliss Bites. The strategic plan provided a framework of describing the innovation, e-commerce, marketing, and privacy and data protection initiatives. The plan showed the process of establishing a user-friendly online platform to crafting a dynamic marketing strategy that ensures the highest standards of privacy and data protection compliance. The plan is rooted in innovation, sustainability, and customer-centric principles. So, it is a complete roadmap for creating and preserving innovation in the dynamic world of business.

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## Appendix A (marketing mix of marketing strategy)

| Product                                                                                                                                                                                                                                                                                                                                                                                                                            | Price                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Introduce a diverse range of plant-based sausages with five unique flavors including classic options and culturally-inspired varieties. Then it will conduct consumer taste tests and surveys to identify preferences and refine the product lineup accordingly. It will also implement a strategy of introducing limited-edition flavors and seasonal releases to create excitement and encourage repeat purchases (Gloor, 2021). | At the beginning, it will adopt a competitive pricing by setting the average price per pack of plant-based sausages at £5.99. It will introduce Buy 2 Get 1 Free offer and implement promotional pricing by offering a 30% discount for the first month to incentivize trial and drive early adoption (Hana, 2022).                                                                                                                                                                                                                                                                                                                                                                |
| Place                                                                                                                                                                                                                                                                                                                                                                                                                              | Promotion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| It will focus on strategic distribution channels by establish partnerships with major supermarkets. It will also invest in the development and maintenance of a user-friendly e-commerce platform. It will offer online promotions, discounts, and exclusive bundles to encourage direct-to-consumer sales (Brown, 2018).                                                                                                          | It will use an integrated marketing campaigns by incorporating digital advertising, influencer collaborations, traditional media channels, etc. It will monitor the reach, engagement, and conversion rates for the effectiveness of the promotional strategy. For community engagement initiatives it will introduce virtual cooking classes, recipe contests, participation in local food events, etc. It will also focus on building an online community through social media platforms. It will also regularly monitor KPIs like sales data, website traffic, social media engagement, and customer feedback (Hana, 2022). Advanced data analytics tools will be adopted here. |

## Appendix B (Presentation slides)

# Welcome to Presentation on **Developing Innovation and Creativity for Business Advantage**

Name:

ID:



## Introduction

- Developing innovation and creativity is the process of generating new ideas through thinking creatively, experimenting with new concepts, and contributing inventive solutions (Brown, 2018).
- It drives business advantage through unique products and services.
- In this regard, this presentation aims at introducing plant-based (vegan) sausages as a culinary masterpiece for the discerning palates of health-conscious and ethically-minded consumers.



## Plant-based (vegan) sausages

- Plant-based sausages are alternative to traditional meat sausages comprising a blend of plant-derived ingredients such as legumes, grains, spices, etc.
- It is catered to the changing preferences of vegetarian and vegan lifestyles. It is also aligned with sustainable and health-conscious dining choices.
- It embodies a blend of taste, nutrition, and ethical considerations as a response to delicious and sustainable requirements (Shalley, 2020).



## The market gap and proposed solution

### Market Gap

- Plant-based (vegan) sausages is designed to meet the growing demand for sustainable and vegetarian and vegan lifestyles.
- The demand for vegan products has been increasing due to a rise in health-conscious consumers and environmental awareness. Plant-based burgers and milk alternatives are gaining popularity.
- So, there is a gap in the market for high-quality and flavorful vegan sausages and the plant-based alternative could capture a significant portion of the market (Hana, 2022).



## Proposed solution

- To address this market gap, a range of innovative and delicious plant-based sausages can be introduced in the market.
- It can be based on a diverse range of flavors, texture and appearance, sustainable packaging, strategic marketing, and effective distribution channels.
- This can help to capitalize the increasing demand for sustainable and vegetarian and vegan lifestyles (Distanont, 2022).



## Market and competitive analysis

### Market analysis

- The plant-based sausage market has significant growth potential for rising vegan population and a growing awareness of environmental sustainability.
- The market size is estimated at £80 million with a projected annual growth rate of 18% for the next five years.
- Besides, there is a shift of consumer trends towards plant-based diets.
- In 2022, more than 20% of the population in London are either vegan or actively reducing meat consumption (WEF, 2023).



## Competitive analysis

- ❖ It is a growing sector and it is in the emerging stage.
- ❖ The key competitors are GreenBite, EcoEats, etc. who are offering a range of plant-based products.
- ❖ GreenBite has £15 million annual revenue and EcoEats has £6 million.
- ❖ Both of them are experiencing annual growth rate of more than 20%.
- ❖ This market has room for differentiation and a new entrant can focus on introducing exciting flavors to stand out in the market (Hana, 2022).
- ❖ Besides, social media influencers, nutritionists, and chefs can help to promote this product. Effective product differentiation and strategic marketing can help to ensure sustainable growth in the market.



## Business concept and model

### Business concept

- The proposed business concept focuses on introducing a range of innovative and flavorful plant-based sausages to meet the growing demand for sustainable and delicious food options in the London.
- It will develop a diverse range of plant-based sausages with unique flavors to appeal to a broad audience.
- Then it will ensure that the products closely mimic the texture and appearance of traditional meat sausages for a satisfying and familiar experience (Brown, 2018).



## Business model

- ❖ It will generate revenue through the sale of plant-based sausages with different flavors and packaging options.
- ❖ It will also have partnerships with restaurants and cafes to feature the products.
- ❖ The business model will allocate resources to high-quality ingredients to maintain a premium and flavorful profile and invest in sustainable packaging solutions.
- ❖ It will utilize a multi-channel distribution strategy including supermarkets, local markets, specialty stores, and online platforms (Distanont, 2022).



## Competition and differentiation strategy

### Competition strategy

- ❖ There is a broad market scope and the source of competitive advantage is differentiation.
- ❖ So, this innovative product solution will implement a product differentiation strategy for positioning the brand and gaining a competitive advantage to capture a significant share of the growing consumer base (Brown, 2018).
- ❖ It will emphasize unique flavors to distinguish the plant-based sausages from competitors and invest in research and development to continuously innovate.
- ❖ Then it will ensure consistent and high-quality ingredients in the production of plant-based sausages and implement sophisticated quality control measures to maintain taste and texture consistency across all batches (Distanont, 2022).



## Differentiation strategy

- ❖ This innovative product idea will use the differentiation strategy by collaborating with renowned chefs and culinary experts to create signature recipes using plant-based sausages.
- ❖ It will showcase these recipes through digital platforms, cookbooks, and cooking classes to inspire consumers to explore diverse and exciting culinary possibilities.
- ❖ Developing marketing campaigns for educating consumers about the health benefits of plant-based sausages will also be adopted (Brown, 2018).



## Marketing strategy

| Product                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Price                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>❖ Introduce a diverse range of plant-based sausages with five unique flavors including classic options and culturally-inspired varieties</li> <li>❖ Then it will conduct consumer taste tests and surveys to identify preferences and refine the product lineup accordingly.</li> <li>❖ It will also implement a strategy of introducing limited-edition flavors and seasonal releases to create excitement and encourage repeat purchases (Gloor, 2021).</li> </ul> | <ul style="list-style-type: none"> <li>❖ At the beginning, it will adopt a competitive pricing by setting the average price per pack of plant-based sausages at £5.99.</li> <li>❖ It will introduce Buy 2 Get 1 Free offer and implement promotional pricing by offering a 30% discount for the first month to incentivize trial and drive early adoption (Hana, 2022).</li> </ul> |

## Marketing strategy

| Place                                                                                                                                                                                                                                                                                                                                                                                               | Promotion                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>❖ It will focus on strategic distribution channels by establish partnerships with major supermarkets.</li> <li>❖ It will also invest in the development and maintenance of a user-friendly e-commerce platform.</li> <li>❖ It will offer online promotions, discounts, and exclusive bundles to encourage direct-to-consumer sales (Brown, 2018).</li> </ul> | <ul style="list-style-type: none"> <li>❖ It will use an integrated marketing campaigns by incorporating digital advertising, influencer collaborations, traditional media channels, etc. It will monitor the reach, engagement, and conversion rates for the effectiveness of the promotional strategy.</li> <li>❖ For community engagement initiatives it will introduce virtual cooking classes, recipe contests, participation in local food events, etc. It will also focus on building an online community through social media platforms.</li> <li>❖ It will also regularly monitor KPIs like sales data, website traffic, social media engagement, and customer feedback (Hana, 2022). Advanced data analytics tools will be adopted here.</li> </ul> |

## Privacy and data protection

### Data collection, storage and security

- Privacy and data protection plan will clearly define the purpose for collecting customer data and obtain explicit consent.
- It will invest in a secure IT infrastructure like encryption protocols and firewalls to protect customer data from unauthorized access.
- Then it will implement a data minimization policy and regularly review for minimizing the risk of data exposure (Gloor, 2021).



## Access control, data transparency and customer rights

- ❖ It will enforce strict access controls for limiting access to customer data and ensure that employees have access only to the information necessary for their roles.
- ❖ It will conduct regular training sessions for employees on data protection policies and maintain a comprehensive and easily accessible privacy policy on the company website.
- ❖ For ensuring customer rights, it will establish a user-friendly process for customers to manage their preferences and control the use of their data (Christensen, 2017).
- ❖ For any kind of data breach, it will take actions to mitigate the impact and prevent future incidents.



## Learning from this assignment and the future benefit

- This assignment has provided me the opportunities to develop innovative product idea and sell the idea. I have gotten the experience of analyzing the market gap and proposing a solution to the market gap.
- I learned and applied the concept of market and competitive analysis. This has provided me a deeper understanding of developing a comprehensive business concept and model.
- This process highlighted the importance of product concept and strategic thinking.
- Then, formulating a marketing strategy through the 4Ps of marketing enabled me to explore the collective impact on success





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