

e3pdf

by Liam Salter

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Web/App Development
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Course: Web Development



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Introduction

This section is dedicated to market analysis, to determine if there is a market for our product. Also the sales and marketing strategy will be discussed, which outlines how we intend to promote, distribute and price our product.



TechStack

Market Statistics

Recent Sales Stats.

Facial Recognition.

- Apple sold an estimated 29 million iPhone X's in Q4 2018 [3].
- Samsung shipped an estimated 31 million Galaxy s9's since March 2018 [4].
- "First-hour sales of the S10 series is said to be 2.38 times more than the first-hour sales of its predecessor S9 series. One store reported that the S10 was sold out in just 10 minutes when it went on sale with a record volume sale that is 365 percent more than that of the S9." [8]

RFID.

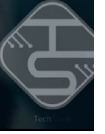
- "RFID in the form of contactless cards will demand 2.2 Billion cards in 2018, driven by contactless payment, transit and secure access applications." [5].



Market Statistics (cont.)

Trends and Market Predictions

- “The global facial recognition market was USD 3.85 billion in 2017 and is estimated to reach USD 9.78 billion by 2023...” [6].
- “In 2020, the global market for RFID tags is projected to be sized at around 24.5 billion U.S. dollars.” [7].



Market Statistics (cont.)

Market Competition

- Changi airport, located in Singapore is testing a facial recognition security and logging system [1].
- The American financial services company Wells Fargo are currently utilising an RFID tagging to increase security, by tagging storage drives, laptops, servers etc [2].



Market Statistics (cont.)

Market Growth

- The market is evidently growing.
- Companies are utilising these technologies and it is resulting in their growth.
- However, as time goes on, the competition will increase due to these technologies becoming more widely available and accepted, we've entered at the perfect time.



Promotion

- Social Media Promotion.
- Promotional Website.
- Brand Recognition.
- Word of Mouth.



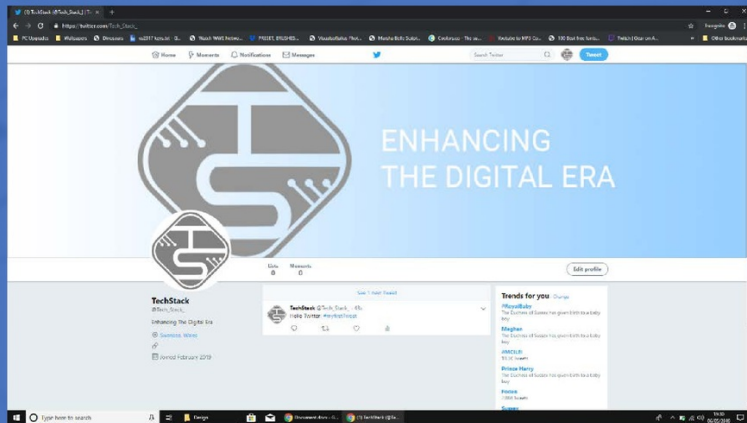


Facebook Page



Here is the header section to our Facebook page.



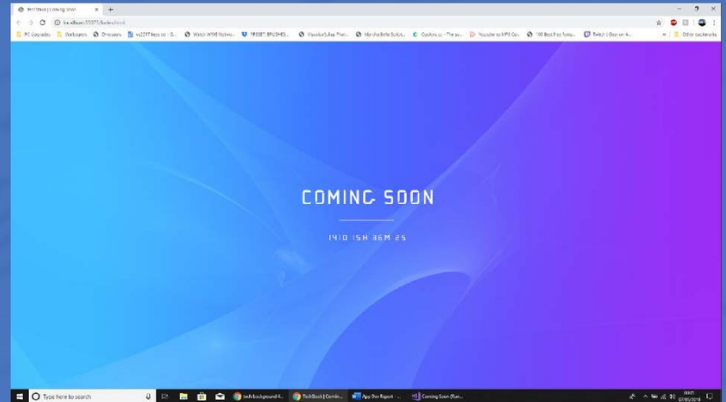


Here is the header section to
our Twitter page.

Twitter
Page

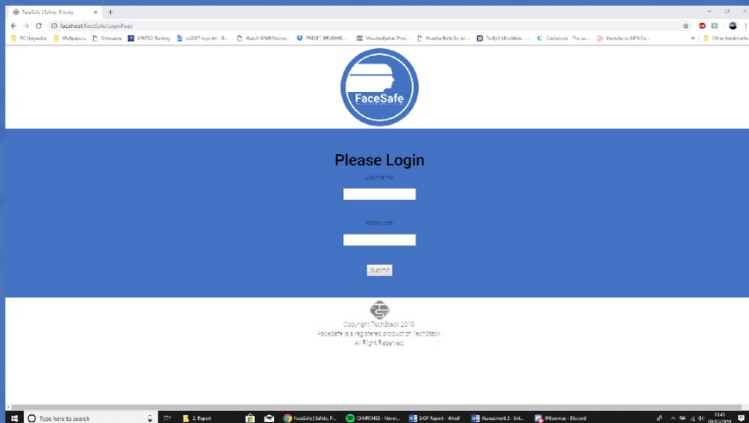


Promotional Website



Here is a tease for
promotional website.

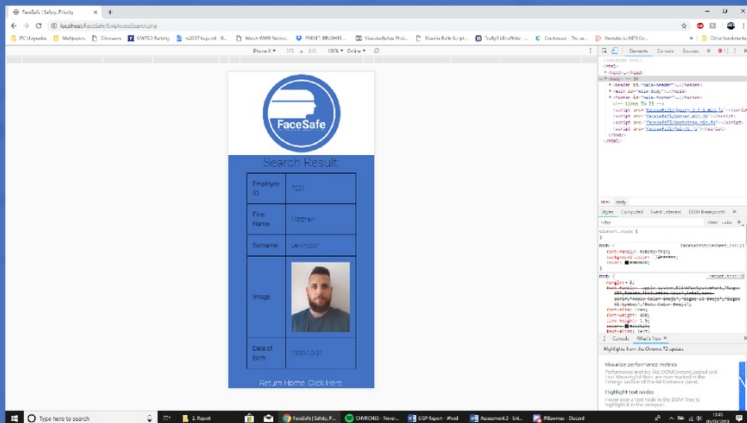




Here is the very early version
of our FaceSafe web portal
login page.

Product Page





Here is the very early version of our FaceSafe web portal details page (details will change when companies input their own employee data).

Product Page



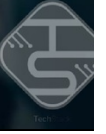
Distribution.

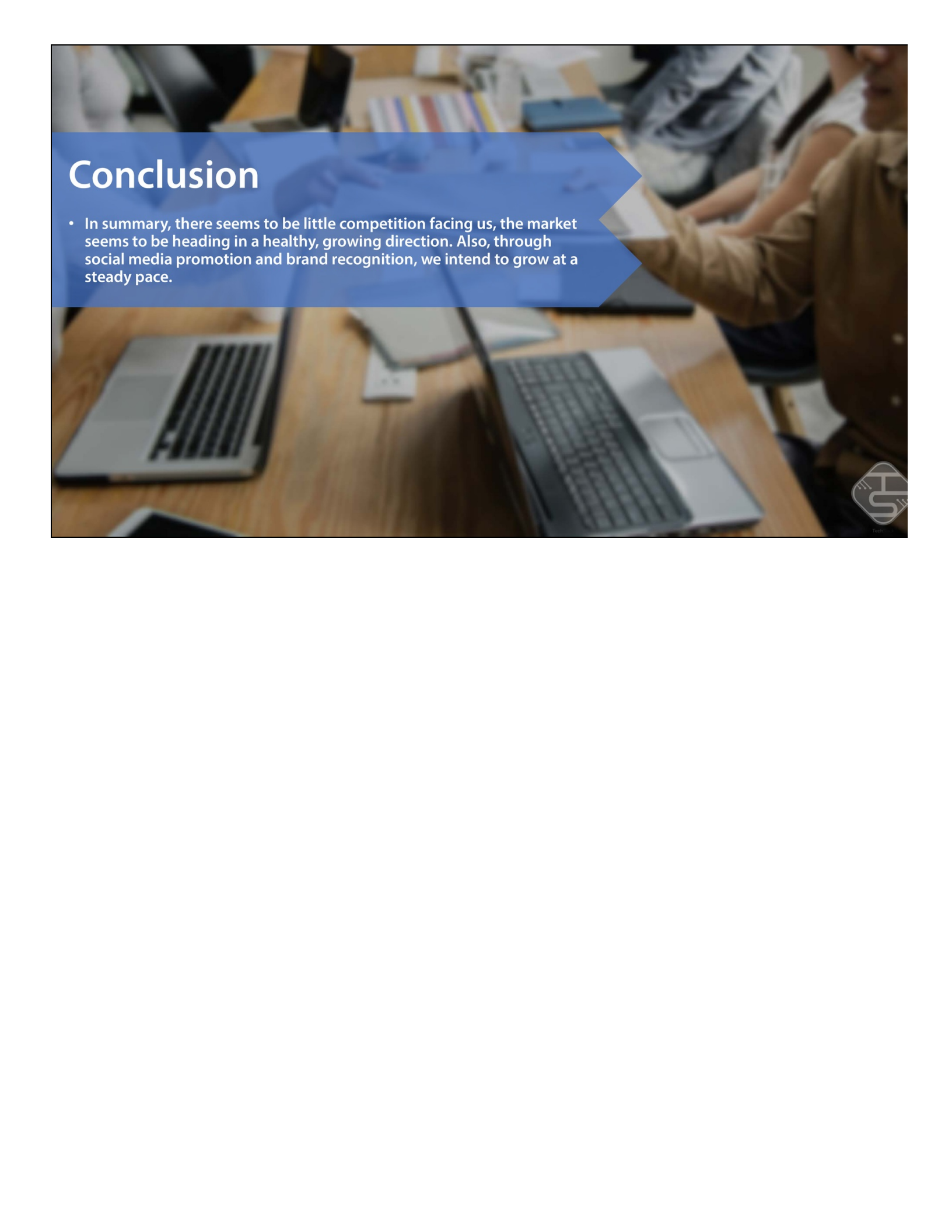
- Main form of distribution would be manual distribution, through delivering and installing the hardware and software with our own teams.
- We can also distribute through online transactions. (cont.)



Pricing

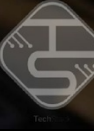
- The price of FaceSafe (per sensor installation) totals £500. Additional sensors will increment the price by £250.
- TechStack offers another product, off-site cloud-based data storage and backup. Prices vary from the amount of space. Base prices start at:
 - - 1TB of storage - £59.99/year
 - - 2TB of storage - £109.99/year
- Prices may vary through exclusivity deals.





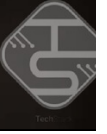
Conclusion

- In summary, there seems to be little competition facing us, the market seems to be heading in a healthy, growing direction. Also, through social media promotion and brand recognition, we intend to grow at a steady pace.



References

[1]	BBC, "Facial recognition to be used at Singapore airport," BBC, 1 May 2018. [Online]. Available: https://www.bbc.co.uk/news/technology-43962881 . [Accessed 2 December 2018].
[2]	Advanced Mobile Group, "5 Companies That are Using RFID in Genius Ways," Advanced Mobile Group, 28 April 2015. [Online]. Available: https://www.advancedmobilegroup.com/blog/5-companies-that-are-using-rfid-in-genius-ways . [Accessed 2 December 2018].
[3]	R. Reisinger, "Apple's iPhone X Sales Have Been Strong—But Not Record-Breaking, Analyst Says," Fortune, 23 January 2018. [Online]. Available: http://fortune.com/2018/01/23/apple-iphone-x-sales-2/ . [Accessed 2 December 2018].
[4]	R. Wong, "Galaxy S9 sales may be low, but don't worry, Samsung isn't doomed," Mashable, 6 July 2018. [Online]. Available: https://mashable.com/article/poor-samsung-galaxy-s9-sales-lowest-revenue/?euope=true#z_pBReO.wkqx . [Accessed 2 December 2018].
[5]	R. Das, "RFID Forecasts, Players and Opportunities 2018-2028," ID Techex, November 2018. [Online]. Available: https://www.idtechex.com/research/reports/rfid-forecasts-players-and-opportunities-2018-2028-000642.asp . [Accessed 2 December 2018].
[6]	PR Newswire, "Global Facial Recognition Market Report 2018," PR Newswire, 5 June 2018. [Online]. Available: https://www.prnewswire.com/news-releases/global-facial-recognition-market-report-2018-300660163.html . [Accessed 2 December 2018].
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[8]	M. Hermitanio, "Samsung Galaxy S10 Series Set Record Preorder Sales," TechTimes, 12 March 2019. [Online]. Available: https://www.techtimes.com/articles/239408/20190312/samsung-galaxy-s10-preorder-sales-break-records-in-uk-and-us.htm . [Accessed 7 May 2019].



FINAL GRADE

GENERAL COMMENTS

86/100

Instructor

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GRADING FORM: UWT SD GRADING FORM

LIAM SALTER

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1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.

 C: / / / / / / / /

9

2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.

 Market analysis. Market predications. Competition. Promotion and branding. Distribution.

3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.

 Market and stat analysis. Very good. Marketing analysis. Pricing. Excellent conclusion. SWOT.

10

4. PRACTICAL APPLICATION

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.

 Facebook page. Twitter page. Web page. Product development. Interface design.

25

5. PROFESSIONAL PRACTICE

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.

 Good intro. Very well spoken. Good delivery. Very good slides.

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