

product plan

by Mohammed Abdulla

FILE	2023_MOHAMMED_ABDULLA_PRODUCT_PLAN_96039_600176111.DOCX		
TIME SUBMITTED	14-MAY-2018 11:05PM (UTC+0100)	WORD COUNT	1124
SUBMISSION ID	89213227	CHARACTER COUNT	6355

SRS

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Date: 14/05/18

SRSM

1. Introduction

SRSM is a company that offers efficient and smart methods of monitoring and managing resources such as projectors, computers and spaces by utilizing Internet of Things (IoT) in Wireless Sensor Network. The spaces offered include, but not limited to, meeting rooms, labs and classrooms. Internet of Things is a system of interconnected computing devices, objects, digital and mechanical machines, people or animals that is offered with unequalled identifiers and the skill to transfer information [3]. The information is transferred over a network without necessitating human-to-computer or human-to-human interaction. Wireless Sensor Network is a wireless network that comprises of base stations and wireless sensors. The wireless sensors are utilized to monitor environmental and physical conditions like temperature, sound and pressure and uniformly pass information via the network to the main location [2]. The paper seeks to analyse the SRSM's relevant statistics including its market, competitors, and micro and macro environment factors. It also seeks to outline the potential users' feedback on the company's product idea.

2. Analysing the industry including relevant statistics and product market

SRSM will offer its services to universities, businesses and colleges in Wales, United Kingdom. The network can be utilized in the aforementioned institutions to enhance efficiency in facility management. For instance, in the University of Wales Trinity Saint David (UWTSD), the Internet of Things can change the student's learning experience through its high-density and high-performance Wi-Fi. The network will offer the students and teachers the opportunity to view teaching in a different and new way. Students and tutors in the three main campuses located in Swansea, Carmarthen and Lampeter, will now know of the available PCs and labs throughout the school. Everything that connects to the universities'

and college's network will offer the institution's management a clear picture of the what, when, how and who of the institution's usage.

Additionally, the network can be utilized in meeting rooms found in businesses and universities. When the meeting's chairman swipes the RFID and logs in to a PC located in the meeting or board room, the system will indicate that there is a meeting in progress. The other alternative scenario is when the cleaning staff swipes in and there is no meeting in the board room, the system will indicate that the room is free and that cleaning can commence.

3. Who are your competitors, similar products, their price and USP?

Every business faces competition from other service providers offering similar products and services. SRSM will face competition from other technology companies like Cisco Systems Inc. Cisco Systems Inc. is a global company found in most countries including the United Kingdom. Cisco wireless solutions offers a network that makes facility management more efficient. This has been observed in the University of New Wales where the company has positioned sensors on waste bins to signal fill level. It has also utilized video surveillance to point out areas that require cleaning. By introducing new things online, facility management has gathered the correct information to point out the needs of the institutions and distribute resources accordingly. Being a global and public company, and having a large market capitalization, Cisco Systems Inc. products are cheaper when compared to SRSM Company which has began its operations recently. This will serve as a competing factor towards SRSM in terms of attracting potential users and in gaining competitiveness. Cisco System's Ultra Services Platform (USP) experimentations produce new services and products that outdo competitive threats [1].

4. Analysis of the macro/micro environment using SWOT analysis.

By analysing SRSM's business environment using the SWOT analysis model, the company's weaknesses, strengths, opportunities and threats will be known. The company's strengths lie in its values, objectives and principles. The company purposes to offer outstanding customer services. By making the best technical support available for its customers, the company can be assured of offering the best services to its customers. The company's network is said to have a simple design, making it possible to be utilized by many people without facing extreme difficulties. Additionally, its aim of offering data security as a top priority will attract more clients hence occupying a wider market share. Moreover, its objective in achieving flexibility in designing the right solutions will assure its customers of its efficiency and effectiveness.

If the network operates well and gains a firm market in UWTSD's main campus, the company has the opportunity to expand its market to other UWTSD campuses i.e. London, Camarthen and Lampeter . Having many clients will expand its market coverage and hence its returns. However, the company is likely to face threats from its competitors. Threats are more likely to be experienced from the well established companies that are well known for their services and products. For instance, SRSM can face stiff competition from Cisco Systems Inc. due to Cisco's provision of highly advanced technologies. SRSM can encounter weaknesses by having a weak existence in BPO technologies or markets when compared to global technological companies.

5. Primary research to gain feedback on product idea from potential users.

The company can conduct research using both closed and open-ended questionnaires among its potential clients. It can begin by enlightening them about the network's applications and advantages. This can be achieved through talks and demonstrations. Later

on, the company can distribute the questionnaires among the staff and students to obtain feedback about the product. By analysing the respondents' feedback on the questionnaires, the company can gain an understanding of its potential customer's view of the network. Additionally, the company can conduct surveys through interviews. Due to the large number of students in the universities, the company can utilize Skype or telephones to conduct interview among students. On the other hand, face-to-face interviews can be used in interviewing the universities' vice chancellors and head of departments.

6. Conclusion

In the modern day world, internet connection and data collection is done via wireless connections as opposed to cable connections. SRSM's product idea is well established due to its technological advancement. Despite the possible competition from global leaders such as Cisco Systems Inc, the company's network seems to be effective and efficient in monitoring and managing spaces and computers. By conducting research using questionnaires and interviews among its potential users, SRSM will have a better view and also gain better ideas on ways to improve the product using the respondents' feedback.

References

- [1] Greengard, S. (2015). *The internet of things*.
- [2] Cisco Systems, Inc. (2013). New York, NY: Datamonitor.
- [3] Velazquez, E., & Carleton University. Dissertation. Computer Science.
(2017). *Distributed and localized strategies for energy restoration in wireless sensor networks*. Ottawa.

[4] Hayles, C. S. (January 01, 2017). An Inspired Education, the University of Wales Trinity Saint David.

product plan

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

66/100

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GRADING FORM: UWT SD GRADING FORM

MOHAMMED ABDULLA

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1. RESEARCH LITERATURE

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



+ Some good use of citations. - could be extended throughout report. + Reference list.

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2. KNOWLEDGE AND UNDERSTANDING

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



Networking. IOT. WAN. Industry analysis RFID..

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3. ANALYSIS

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



Market analysis. - could be extended. SWOT - some repetition.

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4. PRACTICAL APPLICATION

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



Product review. SWOT application.

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5. PROFESSIONAL PRACTICE

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



+ Title page. - ToC. + Good format and presentation. + Some Team progress sheets. Good contribution to team. (sent via e-mail).

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