

project-pitch

by Mohammed Abdulla

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School of
Applied Computing

HE IS **MOHAMMED ABDULLA**

LOOKED INTO THE MARKET AND COMPETITORS
THE PROJECT AND THIS IS WHAT I WILL BE SPEAKING ABOUT

MY NAME
AND I HAVE
ASPECT OF THE
TODAY.

ers products and services for live monitoring
ies and assets

rooms

oms.

ent

SRSM

SRSM offers
a variety of resources

- **PCs**
- **Meeting**
- **Labs**
- **Classroom**
- **Equipment**

MARKET SHARE

Market Monitor

Building wireless sensor market has grown significantly:

from 2017 to 2020.

Drivers for physical security sensors, occupancy sensors, and smart home trend has increased demand for sensors in building automation.



\$2.9 BILLION 2017

\$3.94 BILLION UNTIL THE YEAR 2020



WS MARK

According to Mark

The continuous growth generated revenue of

AT CAGR of 6.66% from

- ▶ The need of sensors for purpose like the adoption of smart devices, the use of sensors

MARKET

offer its services to :

es

d medium

es

s

SRSM]

SRSM will c

☐ Universities

☐ Colleges

☐ Small an
business

☐ Factories

COMPETITORS ARE

ONE
UTIONS



SRSM MAIL

SENSAPHO
REMOTE MONITORING SOLI

WEMIS

M STRENGTHS

objectives and principles
providing customer services
y
ity
cy and effectiveness



SRSN

- ❑ values,
- ❑ outstar
- ❑ Security
- ❑ simplicity
- ❑ Efficiency
- ❑ Price

Weaknesses

Weak existence in the markets
Low investment in advertisements
Limited technology



SRSM **W**

☐ **Wec**

☐ **Little**

☐ **Untr**

portunities

IMPLEMENTATION
UNITY

A CAMPUS
THEN
R



SRSM Opportunities

UWTSD IN
OPPORTU

SWANSEA
CARMAR
LAMPETE
LONDON

REFERENCES

UWTSD.ac.uk

Marketmonitor.com

<https://www.sensorsmag.com>

www2.advantech.com



FINAL GRADE

GENERAL COMMENTS

50/100

Instructor

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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.



No citations or references.

2. KNOWLEDGE AND UNDERSTANDING

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



Product description. Market description.

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3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement;

analytical reflection; organisation of ideas and evidence.



Market analysis. SWOT

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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.



Market entry.

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5. PROFESSIONAL PRACTICE

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



Very good slides.

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