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| A close up of a logo  Description automatically generated | Marketing and financial Plans  Business Innovation: SACE Stage 2  OneCard™  Thomas Robson |

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# Executive Summary:

OneCard’s business opportunity is to innovate a current induction process set by current competitors, offering a more accessible and affordable alternative than the competitors’ products. The target market is construction business managers who will then extend the app to their employees. Marketing strategies include the exploitation of the niche market, infrastructure construction services, as they are going through a steady growth. With a budget of $1200, OneCard can look to make an expected $4000 of revenue within the first month.

# Market Analysis:

## Industry Overview:

### Key Competitors:

The graph below demonstrates the competitive advantages that OneCard’s business model presents to it’s competitors, and identifies areas of competitor weakness that OneCard aims to exploit.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Low: (1)** | **(2)** | **(3)** | **(4)** | **(5)** | **(6)** | **(7)** | **(8)** | **(9)** | **High: (10)** |
| **Quality:** | Owl Turtle FishbowlFrogShellMonkey | | | | | | | | | |
| **Cost:** | FishbowlMonkey ShellTurtle Frog Owl | | | | | | | | | |
| **Time Efficiency:** | Shell Frog Owl Turtle Monkey Fishbowl | | | | | | | | | |
| **Storage:** | TurtleMonkeyShell Frog OwlFishbowl | | | | | | | | | |
| **Accessibility and Usability:** | TurtleMonkey ShellOwl Frog Fishbowl | | | | | | | | | |

Figure : Chart of Competitor Qualities

**Key:**

|  |  |
| --- | --- |
| Company: | Symbol: |
| **OneCard™:** | Fishbowl |
| **OnlineInduction.com™[[1]](#footnote-1):** | Turtle |
| **LinkSafe™[[2]](#footnote-2):** | Frog |
| **Rapid™[[3]](#footnote-3):** | Monkey |
| **SiteBook™[[4]](#footnote-4):** | Shell |
| **WorkPro™[[5]](#footnote-5):** | Owl |

**How is OneCard different?** OneCard’s competitive advantages include:

1. Accessibility and Usability of Data
2. High Quality
3. Cost Efficiency
4. Time Efficiency
5. Enhanced Storage Space

These above advantages target and satisfy customer needs that separate OneCard from its competitors. This allows OneCard to have a significant competitive advantage over its competitors.

### Growth and Trends:

The nice market that OneCard is expected to compete in is steadily increasing, as shown below, which allows for a sustainable business plan to be procured.

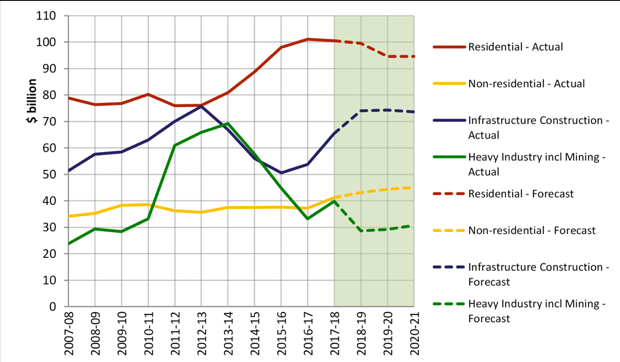
This graph also shows that OneCard needs to focus its resources and funding into the infrastructure construction industry, as it is the only area which provides evidence of an increasing market.

Figure 2: Visual Representation of Growth in the Construction Industry

This niche market is undergoing four main trends;

1. New Technologies and Integration of Technology.

2. Enhanced Storage of Data

3. Automation and Assisted Services

4. Virtual Reality.

To capitalise on these trends, OneCard will focus a majority of its budget within the app development to meet the trends that OneCard believes to be long term and sustainable. Then OneCard will entwine realistic solutions within its product in order to create a trendier product.

Through capitalising on these trends, OneCard will be able to captivate the customers within this niche market, obtaining a competitive advantage over OneCard’s competitors.

## Target Market:

### Market Size:

Understanding and analysing the market size is crucial for OneCard, as it allows for marketing potentials to be found and evaluated. From this, OneCard is presented with market potentials that coincide with the business model canvas.

|  |  |
| --- | --- |
| **Market Type:** | **Customer Count: (In Businesses)** |
| Total Addressable Market[[6]](#footnote-6): **(TAM)** | >330,000 Businesses in Australia |
| Serviceable Available Market[[7]](#footnote-7): **(SAM)** | <143,000 Businesses in South Australia  (Current resource limitations and networking of OneCard) |
| Service Obtainable Market[[8]](#footnote-8): **(SOM)** | 60,000 Businesses in Adelaide  (Taking into account resource limitation, budget, marketing, product quality (vs competitors) |

Figure : Market Size Analysis

The above demonstrates the realistic market size of the target market to begin with. This niche market coincides with the business model canvas, as the size and location of the niche market in the business model canvas supports these findings.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Age:** | **Location:** | **Gender:** | **Income Level:** | **Education Level:** | **Family Status:** | **Occupation:** | **Ethnic Background:** |
| 18+ | SA | Any | 80,000+ | Secondary School | Any | Director/Manager of Construction Work | Any |

Figure : Market Demographics

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Personality:** | **Attitudes:** | **Values:** | **Interests/Hobbies:** | **Lifestyles:** | **Behaviour** |
| Outgoing, Risk Taking, Dis-Organised, Needful | Optimistic, Positive but also Negative, as the solution makes a positive attitude. | Employee Safety, Business reputation, a profitable business, efficiency, customer relations. | Technology, Construction Work. | Modern, Sleek, High Class (although affordable) | Slightly impatient, happy, conscious, voluntary. |

Figure : Market Psychographics

The target market, as shown through correlation of both the customer segments and the value proposition canvas, are construction business **managers** throughout South Australia. These people are typically more aware of their employees, and thrive with efficient business processes.

# Marketing Strategies:

The 7 P’s use a customer focused approach in order to create a tactical marketing mix.

## 

Figure : The 7 P's of Marketing

## Promotional Plan:

### Problem Definition:

OneCard’s target market is construction business owners within South Australia. The budget for this promotion is $3000, calculated to be the minimum starting budget in order to make the revenue objective. OneCard also aims to present a firm relationship with its customers, as shown in the archetypal customer of the business model canvas.

### Establishment of Detailed Objectives:

* Advertisements creating a captivated target market
* Enter into a new market segment with a modified product line.
* Reduce the customer impact of competitor’s promotional methods.
* Create a 50-thousand-dollar income in the first year of sales.

### Promotional Methods:

*Advertising:*

* Construction site fencing – Contact construction companies and offer them discounts on services within the app, provided they supply advertising on their construction fencing.
  + This will be procured by establishing firm customer relations with key companies mentioned in the business model canvas.
* E-Marketing – targets potential customers, quantitative data for analysation, low risk, low cost, targets larger audience.
* Word-Of-Mouth – demonstrates business relationships, targets potential customers, creates positive business image.

*Public Relations:*

* Collaborate with influencers; such as @Contractors.Of.Insta[[9]](#footnote-9) and @KrugerConstruction[[10]](#footnote-10), by paying them to advertise the brand.
* Ensure purpose is beyond profit – Ensures positive customer relations that appeal to the target market, as shown through empathy mapping of the business model canvas.
* Personal sales – Ensures firm customer relations, appeals to target market, satisfies archetypal and potentials customers on the business model canvas.

### Pre-Testing:

Testing promotions on market segments to identify the serious problems before launch. This highlights the cost effectiveness of the promotional plan, the problems of ambiguity and the customer response rate.

Monitoring and Evaluation:The promotional methods are tested against the objectives in order to take necessary actions to fulfil marketing requirements.

## Branding:



Figure 7: Logo Logistics

The brand logo instantly identifies the business purpose and identity upon first glance.

* The phone represents OneCard as a digital product.
* The clean logo design represents the clean design of the user interface.
* The cards coming out of the phone demonstrate a level of accessibility for the user.
* The slogan represents the business model that OneCard offers its customers.

### Revenue Streams:

Figure 8: Cost Structure Analysis

The above demonstrates the profit, both monthly and annually, that OneCard can safely expect to procure. This recurring revenue model allows for a more predictable estimate of the revenue stream, as the cash flow will remain consistent with recurring payments on subscriptions.

This method was shown through the business model canvas, as the value proposition canvas demonstrates the need for this revenue stream, as it optimised overall business profit.

Figure : Separate Revenue Streams Profitability

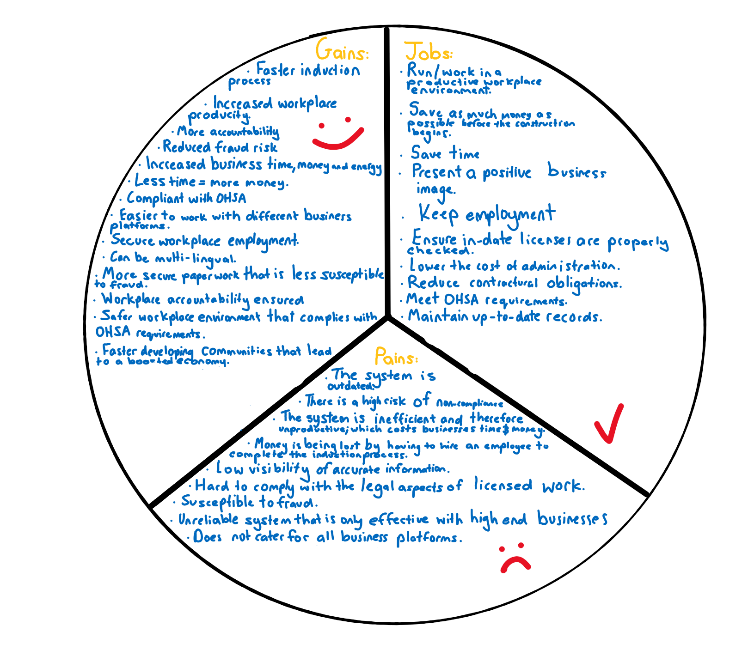
Figure : Break Even Analysis Graph

# Conclusion:

To conclude, OneCard aims to provide its customers with a cheaper, more efficient process of induction that is completed through a recurring revenue model. This will ensure predictable marketing and revenue streams that allow for the breakeven point at 512 units sold to be reached and for profits to be maximised through the purchasing of variating subscriptions within the app.

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# Appendices:



A screenshot of a cell phone

Description automatically generatedFigure : Customer Segment

Figure : Validation Canvas

A close up of text on a black background

Description automatically generated

A screenshot of a cell phone

Description automatically generatedFigure 14: Empathy Mapping

Figure : The Value Proposition Canvas

A close up of text on a white background

Description automatically generated

Figure 15: The Business Model Canvas

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