Sensory Alarm Clock

Ashley Aydelette
Madison Bell
Ryan Webb
Team 6
<table>
<thead>
<tr>
<th>Section</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Product Description</td>
<td>1</td>
</tr>
<tr>
<td>Competitive Strategy</td>
<td>1</td>
</tr>
<tr>
<td>Situational Analysis</td>
<td>1</td>
</tr>
<tr>
<td>Competitor Analysis</td>
<td>2-3</td>
</tr>
<tr>
<td>Customer Analysis</td>
<td>3</td>
</tr>
<tr>
<td>Positioning Statement</td>
<td>4</td>
</tr>
<tr>
<td>Unique Selling Proposition</td>
<td>4</td>
</tr>
<tr>
<td>Product Features</td>
<td>4-5</td>
</tr>
<tr>
<td>Branding</td>
<td>5</td>
</tr>
<tr>
<td>Pricing Strategy</td>
<td>6</td>
</tr>
<tr>
<td>Promotion Strategy</td>
<td>6</td>
</tr>
<tr>
<td>Place Strategy</td>
<td>6</td>
</tr>
<tr>
<td>Market Testing</td>
<td>7-9</td>
</tr>
<tr>
<td>References</td>
<td>10</td>
</tr>
</tbody>
</table>
New Product Description

The Samsung Sensory Alarm Clock offers a wide variety of refreshing morning scents to make waking up in the morning a little bit more delightful. The Sensory Alarm Clock offers seven traditional scents and four seasonal scents. There is also a selection of eleven different alarm sounds. The Sensory Alarm Clock features a USB port than can connect to a personal computer to download more alarm options available at the Samsung website or select retailer’s websites.

Competitive Strategy

The competitive strategy of the Samsung Sensory Alarm Clock would be to offer consumers a unique, superior product at a reasonable price. The Samsung Sensory Alarm Clock will use a concentrated marketing approach to provide our product to the market segment.

Situational Analysis

Strengths
• Technology
• Innovative Products
• Company Values
• Affiliated Companies
• Experienced Management Team
• Brand Awareness

Weaknesses
• Not a first mover in the industry
• Lack of user friendly products
• Perception of low quality due to low prices
• Advertising

Opportunities
• Demand for unique products
• Demand for product differentiation
• Demand for new products in existing product categories

Threats
• Competition
• Brand Switching
Competitor Analysis

The direct competitors of the Samsung Sensory Alarm Clock are:

- The Peaceful Progression Wake Up Clock by Hammacher and Schlemmer
- Oregon Scientific WS903 Aroma Diffuser and Sound Therapy Clock

We have chosen the strategic group of sensory alarm clocks for Samsung. Samsung already produces so many products ranging from electronics to large appliances; we wanted to choose a product that would offer diversification. Sensory alarm clocks offer consumers a different experience than their traditional alarms clocks. Rather than using just your hearing sense, the sensory alarm clock allows consumers to gradually awake using the sense of smell then sound.

**Strengths**

<table>
<thead>
<tr>
<th>The Peaceful Progression Wake Up Clock by Hammacher &amp; Schlemmer</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Competitive Price</td>
</tr>
<tr>
<td>• In business for 163 years</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Oregon Scientific WS903 Aroma Diffuser &amp; Sound Therapy Clock</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Remote Control</td>
</tr>
<tr>
<td>• Vapor diffuser</td>
</tr>
</tbody>
</table>
Customer Analysis

The target market of the Samsung Sensory Alarm Clock would be working professionals, ages 21-49, with an income of $25,000 or higher. The target market would include females and males who are single or married.

The target market would desire our product because they are white collar or blue collar workers, typically working an eight hour day. The target market has busy lifestyle with a strict schedule to keep. The Samsung Sensory Alarm Clock would provide the target market with all the needs of a regular alarm clock along with the added benefit of pleasant, aroma scents.

The segment would be profitable because our target market are working professionals who would desire the product and can afford to buy the product for themselves and other people as gifts.

The target market media habits are high users of technology. Most members of the target market will own a smart phone, personal computer, or tablet. A large majority of the target market will own all three items.
Positioning Statement

The Samsung Sensory Alarm Clock is for the working professional who is looking for an alternative way to start their day.

Unique Selling Proposition

The Samsung Sensory Alarm Clock: The alarm clock to awaken your senses.

Product Features

Twenty minutes before the alarm is set to go off, a fan will start spinning, projecting the scent produced by the aroma beads throughout the room. When it is time for the alarm to sound, the aroma fan will cease and the alarm chosen will sound. The user then has the option to hit the snooze button on top that will pause all sounds for ten minutes. Every time the snooze button is hit after the initial snooze, the alarm will pause for five minutes.

Features:

Traditional Aroma Scents:

™ Waken Bake’n
™ Cickin Koffee
™ Outlandish Orange
™ Koko Coconuts
™ Seductive Cinnamon Bun
™ Luxurious Lavender
™ Banana Pancakes

Seasonal Aroma Scents:

™ Party Pumpkin’ (October-December)
™ Winter Wonderland (Pine, candy cane, and maple syrup) (November-January)
™ Endless Summer (Pineapple, coconut, kiwi) (May-August)
™ Girl Scout Cookies Samoas/ Thin Mints (Girl Scout Season)
Alarm Sounds:

- Fast Beeping
- Slow to Fast Beeping
- Whistles
- Bird Sounds
- Waves Crashing
- Jazz Tunes
- Harps
- Lounge Bell
- Thunder Storm
- Drum Roll
- Eye of the Tiger

Branding

The Samsung Sensory Alarm Clock will be offered in the color black, silver, or white. We will still use the current Samsung logo to maintain brand awareness. The following slogan will be used for branding purposes:

Wake up your senses
Pricing Strategy:

The Samsung Sensory Alarm Clock would use a market based pricing strategy. We chose this pricing strategy because it is the most balanced pricing strategy taking into consideration demand, cost, and competition. Our current competition is charging a price of $69.99 and $109.99. We have decided at this time that we would charge $59.99 to be competitive in the market while still covering our expenses.

Promotion Strategy

The promotion strategy for the Samsung Sensory Alarm Clock would include print advertisement in select magazines, commercials aired on T.V., and money paid to select retailers for advertising. The print advertisement would only be featured in magazines with the same target market. Commercials would mostly be aired in the evening or on the weekend when working professionals would be likely be watching T.V. Promotion dollars paid to retailers would hopefully be used to feature the alarm clock in their print advertisements.

Place Strategy

The Samsung Sensory Alarm Clock would use a selective distribution strategy. The retailer that we would primarily like to use is Bed, Bath, & Beyond. We would utilize Bed, Bath, & Beyond for in-store sales and online sales. The Samsung website would also be utilized to sell the alarm clock.
Market Testing

![Income Pie Chart]

- Less than $20,000: 30%
- $20,000 to $34,999: 11%
- $35,000 to $49,999: 15%
- $50,000 to $74,999: 15%
- $75,000 to $99,999: 11%
- $100,000 to $149,999: 11%
- $150,000 or More: 7%

![Usefulness Pie Chart]

- Very Useful: 37%
- Moderately Useful: 30%
- Slightly Useful: 15%
- Not at all useful: 11%
- Extremely Useful: 7%
How likely would you be to use the product

Would you recommend the product to other people?
References


