

LOGISTICS 201

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LET'S CHANGE THE LOGISTICS
FUTURE!!





COMMERCIALLY VIABLE??

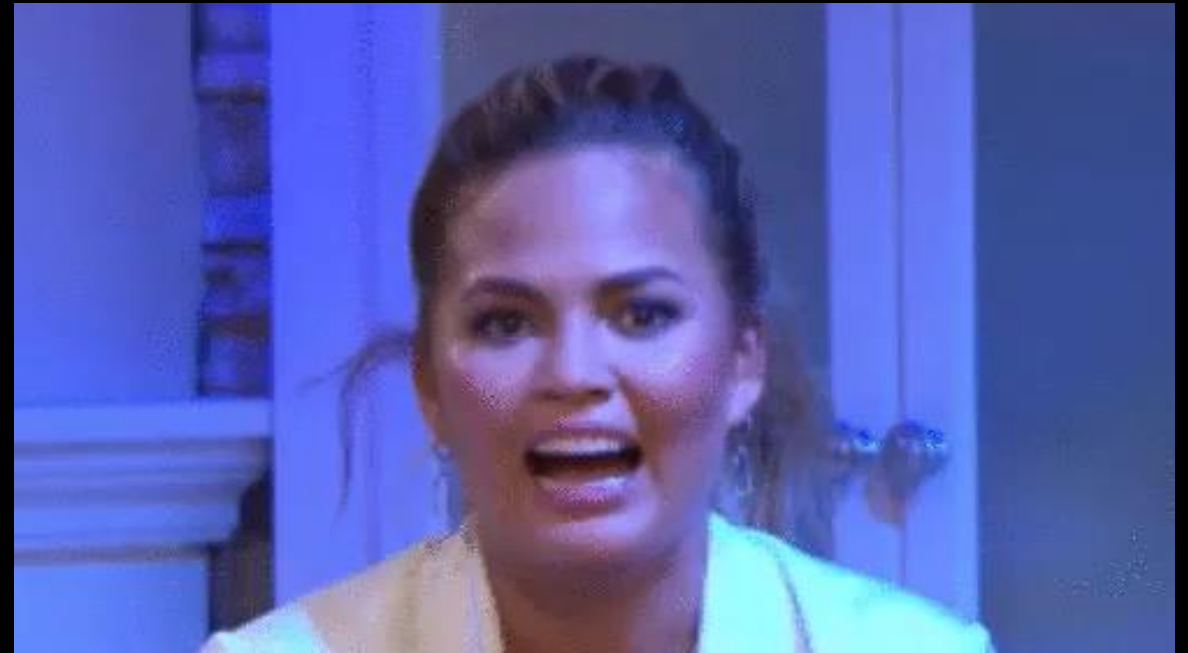
WHAT DOES THIS MEAN??

According to various internet sources this term could be defined as business, product and service which has the ability to compete effectively with its competitors and to make a profit.

When you have a business idea, product or service you would like to deliver to the market. The first thing to think about is whether or not it would sell and make money? Would it die off easily? Will it be competitive and be profitable and lucrative?



THESE DAYS EVERYTHING IS ABOUT
RECORDING EVERYTHING







BENEFITS OF A DASH CAM:

- Driving and parking accidents
- Captures the unexpected
- Evidence for accidents for insurance and the authorities

1.DRIVING AND PARKING ACCIDENTS



PINETOWN ACCIDENT IN 2013



2.CAPTURING THE UNEXPECTED:

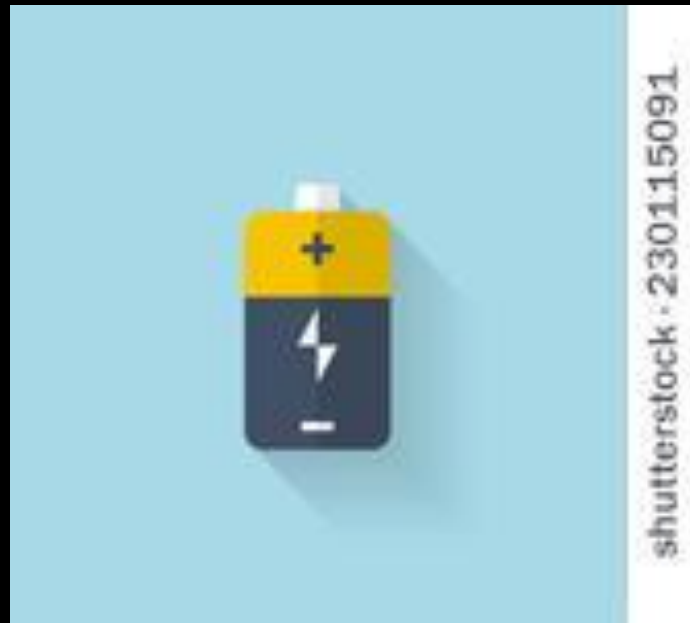


3.EVIDENCE FOR INSURANCE AND LEGAL AUTHORITIES



DIFFERENCE BETWEEN US AND OUR COMPETITORS

Outdated & Short Lifespan



INTRODUCING THE TWO-WAY-SNAPPER



PERFECTLY SUITED FOR:



SOLAR POWERED SYSTEM



2 VARIANCES



SERIAL NUMBER TRACKING



NOT A SURVEILLANCE SYSTEM



SO HOW DO WE SELL THIS
PRODUCT?





A MARKETING STRATEGY IS A PLAN OF ACTION DESIGNED TO HELP PROMOTE & SELL A PRODUCT OR SERVICE. IT IS A GAME PLAN FOR REACHING PEOPLE AND TURNING THEM INTO CUSTOMERS OF THE PRODUCT AND SERVICE THE BUSINESS PROVIDES.

SO WHATS OURS?





Just-in-time-manufacturing

Just in time manufacturing is just that, ensuring that all production is achieved on time, efficiently and effectively to ensure the full satisfaction of all consumers and stakeholders and avoid backlogs in getting the dashcam out into the market for sale.



Universal

The Two-way-Snapper will appeal to all markets not just nationally but internationally as well. By creating a gadget such as this we will be able to guarantee and compete on a global scale.



Media

Advertising is a very important aspect of marketing, it is how consumers become aware of the product in the market. Ways such as radio, the internet etc will also enable us to be able to reach international logistics companies. Using the proper channels can ensure this.



Price

The key principal is ensuring the price is in line with market prices but also enough to guarantee returns; profits. The price of the dash camera must not be too expensive or else it will have no demand & not too cheap as that will lead to just breaking even; making enough to just cover costs. A profit is vital.

Two-
way-
snapper



JUMP



Maximum
profits

WE'RE NOT TRYING TO GET WITH THE
MOVERS AND SHAKERS, WE ARE THE
MOVERS AND SHAKERS!

