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ClearVision

A better way to drive, so everyone gets home safely.

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05/01/2020

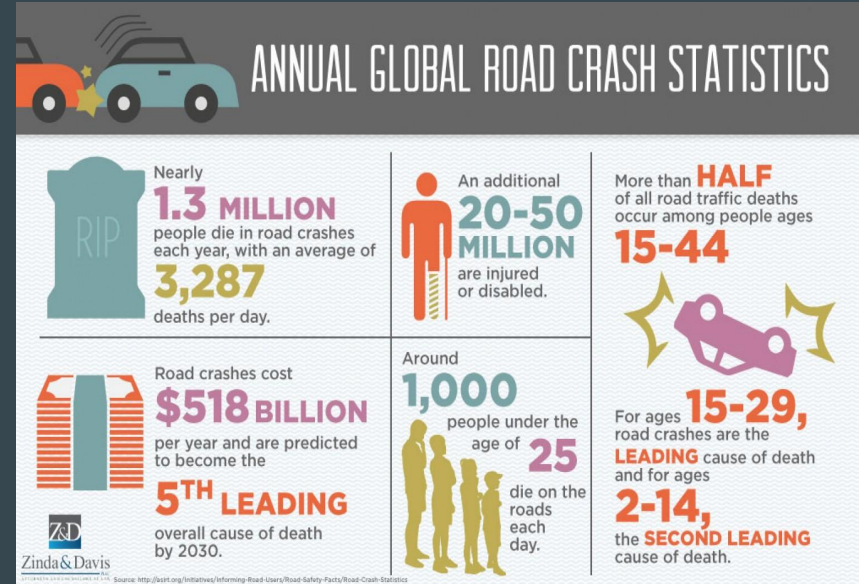
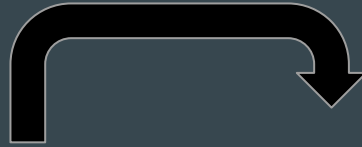
About ClearVision

- We are based out of China and we are a tech company with a goal to create safer driving
- We were established in 2019
- We create safe driving devices for cell phones
- Our target markets for this product include Japan, Canada, and United States
- Our goal is to eliminate the actions in this image below



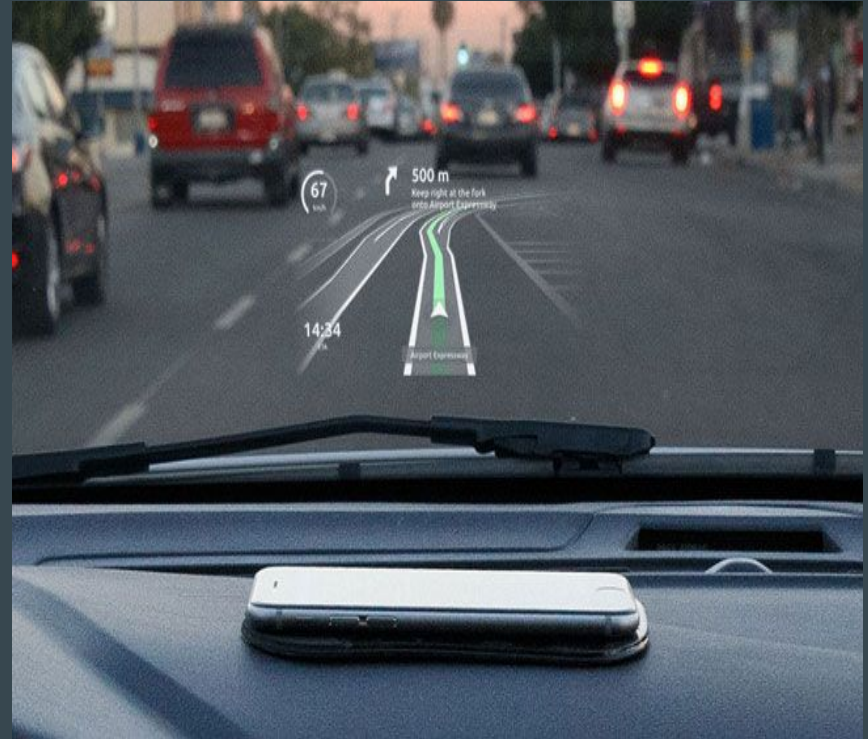
Our Mission

- Our mission is to create a safer driving environment because drivers use their devices anyways. Hiding phone use from law enforcement makes roadways more dangerous. Current technology takes eyes off road and with our product you will not have to worry about getting home safely.



Product Overview

- Device can be built into new cars or can plug into old ones
- Hands free technology that instantly connects phone to the car
- Allows full access of mobile device by talking to the car



Product Overview Cont.

- On the windshield there is a see through screen of your phone
- When other cars or obstacles come close the screen disappears
- Enhanced voice recognition, can change music or text for you



Strengths

- Safety
- Technology on our phones
- Voice commands
- Good price
- Efficient in size

Opportunities

- Holography is a photographic technique that records the light scattered from an object, and then presents it as three-dimensional and it is the future in this world (Elgan, 2018).
- Law enforcement/ government backing
- Limbo between normal cars and self-driving cars
- Mandatory implementation



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Weaknesses

- Brand recognition
- Proving safeness of product
- Compatibility with various car models
- New technology awareness
- Legal support/ allowance

Threats

- First movers: competitors in the market Exploride and Navdy
- The budget.
- Self-driving cars
- Not compliant with laws
- Ride sharing (Zipcar)

FIVE FORCES

1. Competitive Rivalry

- The competitors that our company will have are Exploride and Hudway (Turner, 2017). We will manage to compete with them successfully since we will have better price and better features. The product will be easier for use.

2. Supplier Power

- Our company's plan is to go straight to manufacturers to partner, use heavy online sales and car accessory stores. There are also possible government influence due to its enhanced safety for drivers. Supplier force will keep increasing because we will have buyers that purchase large volumes of standardized products.

3. Buyer Power

- We are entering the countries that are highly developed, therefore from the buyer power standpoint we will not have any issues when marketing our product. "A buyer can bargain with an insurer wanting to increase their premiums if there are plenty of other companies offering the same service cheaper" (Hadyn, 2017). Early adopters who like to be the first to purchase a new product

4. Threat of Substitution

- We do not have a big threat of substitution since no company does the same thing as ClearVision is.

5. Threat of New Entry

After we checked all data about countries we will not have issues of entering into targeted countries.





Competitors



 exploride

According to Turner (2017)

- \$50
- just a smartphone cradle that reflects the phone's screen to its flip-up glass screen, enlarging it by about 20%
- it's priced about as much as most premium cell phone cradles/mounts
- having to set the phone on the dash just isn't practical
- too big for many of today's sportier dashboards so mounting it directly in front of the driver just isn't practical or safe either

According to Turner (2017)

- \$300
- vehicle information via its OBDII connection, such as speed, fuel levels, driving habits
- a bit bulky
- raised dashboards to support sportier gauge clusters, this thing may just sit too high to be practical
- No voice recognition
- you can control Spotify, Apple Music, Twitter, Facebook, email, news and stock updates, with a cleaner interface for minimal distraction while driving
- 16GB of internal storage and 5GB of cloud storage for storing music and offline maps



Target Countries

According to Central Intelligence Agency:

- Canada- 11th highest per thousand and fourth highest in total.
- Japan- 16th highest per thousand and second highest in total.
- U.S - 4th highest motor vehicles per thousand people and highest total in the world.
- Countries with most drivers and modern cars
- Countries with consumers likely to purchase this product
- High Cell phone and social media use



Target Countries: Canada



Political

According to **Central Intelligence Agency** federal parliamentary democracy under a constitutional monarchy; a Commonwealth realm; federal and state authorities and responsibilities regulated in constitution

Technological

“ It ranks 12th in the world Internet users as a proportion of the population. The World Economic Forum ranks Canada 22nd innovation worldwide and Canadian government funding programs are focused on supporting innovation and tech industry growth” (Schwab. 2019). The Global Competitiveness Report 2019.

Economical

According to **Central Intelligence Agency**

- GDP growth: 1.9%
- Unemployment Rate: 5.83%
- Tax on Personal Income: 12%
- 1 Canadian Dollar equals 0.76 United States Dollar
- Approximately 26 million drivers

Environmental

“There are a number of environmental challenges that Canada is facing today..

Air pollutants, acid rain, smog, and climate change are affecting Canadians” (David, 2018).

Social

- Canada is a very diverse country. In fact, diversity has played a big role in the history of Canada, and many people call the country a country of newcomers (David, 2018).
- “One Third of the population falls into the working-class category with 40-50 percent being middle class. Only 3 to 5 percent of Canadians are considered upper class” (Frue, 2018).

Legal

“Many key facilities in Japan, such as hospitals, airports, and restaurants, use automation systems. They also have stronger robotic development compared to other countries” (Frue, 2018).



Target Countries: Japan



Political

According to **Central Intelligence Agency** it is a parliamentary constitutional monarchy.

Technological

“ Japan has one of the most advanced telecommunications systems, particularly with their mobile devices (Frue,2018).

Many key facilities in Japan, such as hospitals, airports, and restaurants, use automation systems. They also have stronger robotic development compared to other countries” (Frue,2018).

Economical

According to **Central Intelligence Agency**

- GDP: \$41.5 (B)
- GDP Growth: .7%
- Tax on Personal Income: 6.0% of GDP
- Unemployment: 2.4%
- 1 Japanese Yen equals 0.0091 United States Dollar
- Approximately 69 million drivers

Environmental

“A large population of Japan is concentrated in and around Tokyo. This isn't a choice, for the most part, because much of the island is overrun by mountain and forest. These areas are inhabitable and reduce Japan's developments to smaller, accessible sections of the country” (Frue,2018)

Social

- “It's a patriarchal system. However, birth rates have been low between monogamous couples over the last couple of years” (Frue,2018)
- Regarding religion, Japan is open. Many are Christians, but a few venture into different religions, like Shinto (Frue,2018).

Legal

“There are many methods to do business in Canada; corporations, joint ventures, general or limited partnerships, trusts, sole proprietorships, co-operatives, and Branch plant operations are the most common ones. For international businesses, corporation is the most popular method of entry into Canada” (Mercier & Woodman, 2016).



Target Countries: United States



Political

According to **Central Intelligence Agency** it is constitutional federal republic.

Technological

“The USA is the global leader in science and technology. Americans have a longstanding fascination for technology, and companies such as Apple, Microsoft, Google, Facebook, and many others have addressed the technological needs of the Americans and the people around the world” (David, 2018).

Economical

According to **Central Intelligence Agency**

- GDP: \$62.85 (B)
- GDP Growth: (-2)%
- Tax on Personal Income: 9.9% of GDP
- Unemployment: 3.7%
- Approximately 222 million drivers

Environmental

“The USA has an extremely diverse geography, climate, and wildlife. This diversity coupled with other factors has been a driving force to draw millions of tourists to the country. 75 million visitors from around the world traveled to the United States in 2014” (SHAREAMERICA, 2015).

Social

- “The USA is a very diverse country. By 2020 almost 1 in 3 Americans will have African, Asian, Latino, or Native American ancestry. The US education system is one of the best in the world; so is the health care system. However, health care is not usually free and certainly not cheap for many people” (David, 2018)

Legal

“Each state in the USA has its own government structure and legal scheme. Businesses come under the regulatory environment of the state in which they operate. The country upholds equal treatment of nationals and foreigners” (David, 2018).



Marketing Goals

- Improve awareness such as a 5% increase in website traffic each month
- Offer new site visitors 20% off their first purchase in order to encourage them to place an order right away with the goal of increasing conversions by a certain percent
- 5% increase in Instagram and twitter followers each month
- Brand recognition and name recognition by 20% in first 3 months
- 25% increase in sales
- Increase market share by 10 percent in the next year



Marketing Strategy, Mode of Entry

For international businesses, corporation is the most popular method of entry into Canada

(Mercier & Woodman, 2016).

Licensing

- Offer the technology to auto manufacturers
 - Designed and fitted for their car models
- Less risk → local companies use technology to meet needs
- Speeds up adoption through localization



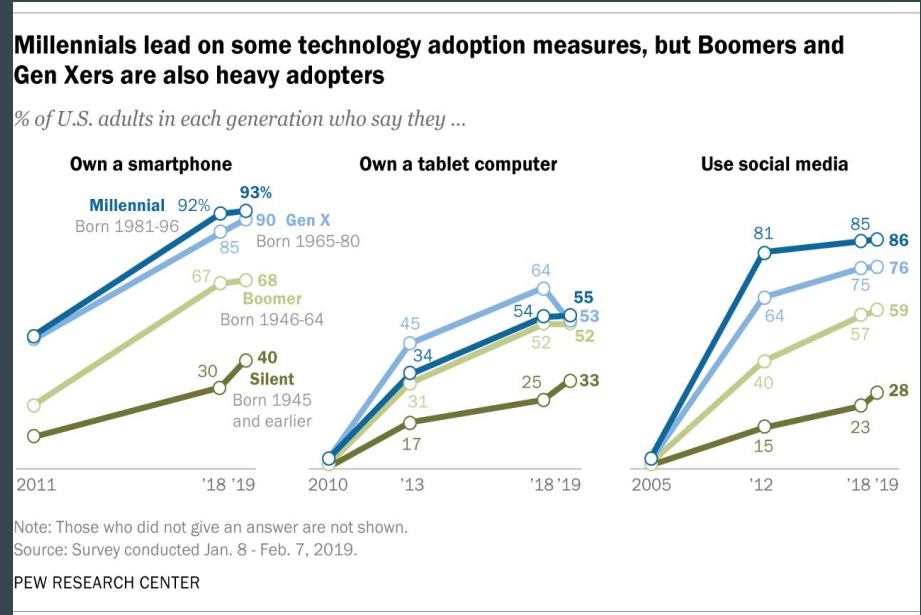
Customs, Tariffs and Taxes

- Since we are the first to develop a product like this it is hard to find the exact tariff and taxes for it
- Since it is a technology good it should be exempt from tariff because it is cheaper however the tax rate is around 30% for Canada and the U.S. It was hard to find the tax rate for Japan
- No matter the prices it will be very profitable for us to manufacture in China and ship it to the target countries
- According to Corporate Tax Rates 2020
- Canada: Federal general rate is 15%. Provincial general corporate income tax rates range from 10% to 16%. Branch profits tax of 25% also levied.
- Japan: Companies also pay local inhabitants tax and local enterprise tax. Japan 23.2% Varies 23.2% Effective tax rate for corporations, based on maximum rates applicable in Tokyo to companies with share capital exceeding JPY 100 million (inclusive of local taxes), approximately 30%.
- United States: Branch profits tax imposes additional 30% tax on certain earnings of foreign corporations engaged in US trade or business.



Target Market

- Millennials (23-38) → 93% own a smartphone (Vogels, 2019)
- Gen X (39-54) → 90% own a smartphone (Vogels, 2019)
- Gen Z (16-22) → 97% own a smartphone (not all drive) (Vogels, 2019)
- Parents buying it for their kids
- Potentially government to require cars to have this for safety



Palmer, Kate. *75% Of Americans Have No Second Language*. 31 July 2013, today.yougov.com/topics/lifestyle/articles-reports/2013/07/31/75-americans-have-no-second-language.



Marketing Mix

Product Strategy- We want to be the first to enter the market and to establish a brand in this category before other products enter. We will change the product to meet the needs of the target countries, premium? Standardized?

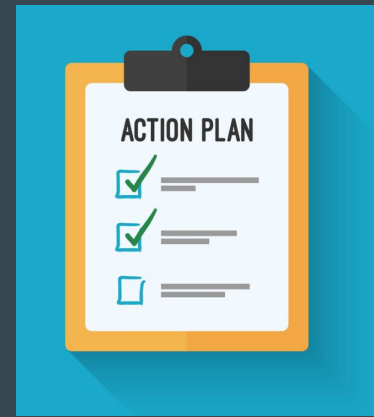
Pricing Strategy- We want to double our margins of what it costs to make but want to still make different models of prices so everyone can afford the product \$100.

Promotion Strategy- We will promote through social media and commercials mostly. We are considering going after influencers online.

Place - Car shops. Software shops. Buy a car get a software with it.



Action Plan Marketing

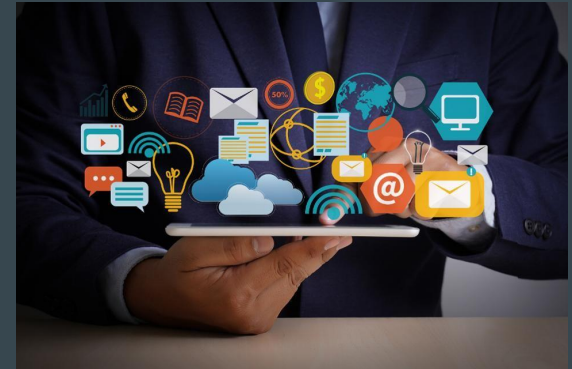


- Product- Either built into the car or can be installed a software device that displays your phone on the windshield while allowing you to see the road and can collapse in an instant. Convenience and standard product that makes the customer life easier.
- Price- The product will cost \$100 so that it is accessible to all demographics
- Place- We will target the countries of Japan, Canada, and United States because of their market of drivers and cell phone use
- Promotion- We will promote this to the government and car manufactures. However, we will do a lot of social media ads and commercials



Action plan Digital Marketing

- **Target market strategy-** Concentrated Niche targeted marketing strategy because we offer our product to a single segment which is Car industry.
- **Offline/Online Integration-** Use paid search to advertise products you promote offline,feature your offline promoted products on your website(radio) Seek out bloggers and tweets about the same or similar products to join in the social conversations about the products you're promoting
- **CRM integration-** cookie policy in order to check improvement
- **Customer service-** we will offer online help through our website



Action plan

Website strategy- Promote our product. Post a blog to our website and then share it on other social media platform Instagram and Twitter Engage with customers and Offer new site visitors 20% off their first purchase . Email marketing and address our customers personally. Start talking about the product on Quora which will increase our website trafficking. Website will include 3D video so that customers can feel how is it to have our product.

Social media strategy

- Use Instagram , Twitter and Facebook besides our website.
- Work with influencers to promote our product.
- scary videos that show how much safer the technology makes driving
- First two months, we will be focusing to a product and what it does. However, after that period when we establish partners with the licensing we will focus our posts to lead our audience to our partners (car manufacturers). 3D video and promoting 20% off for the first purchase in first month.



Customer Acquisition Strategy 1) Increase engagement from unopened emails. With our marketing software we will see which users did not even open our email, and send a completely new one just to that audience. 2)Using our analytics platform we will ideally top-of-the-funnel content on our website. 3) pick the right website to acquire

Distribution Strategy- We will promote this to the government and car manufactures. Our car manufacturers will then promote that they include our product installed in their cars. Plus social media and commercials.



Action plan Schedule

- January 1, 2021: Promotion strategy- Begin promoting product and it's safety benefits to car manufacturers and governments so we can begin forming partnerships with automobile manufacturers for licensing deals
- January 10, 2021: Website strategy- Post blog on our website and share the link on our social media platforms. Offer 20% discount to first time customers who followed link to our blog.
- February 15, 2021: Social media strategy- Create posts that are aimed toward our target market with the goal of driving traffic to our website (for exposure and individual consumer purchases)
- May 10, 2021: Social media strategy cont.- Continue creating posts that are aimed toward our target market, but with the goal of driving traffic towards automobile manufacturers that we are partnering with (i.e. Ford, Toyota, Honda). *The timeline for this step is tentative, as it depends upon how quickly we can secure licensing deals.*
- July 20, 2021: Customer acquisition strategy- We will employ an email marketing campaign so we can target customers individually. We will use cutting edge analytic software to track engagements for all aspects of the campaign.



Future Digital Marketing Snapshot

Internet Business Model

- Business - to - consumer → sell through social media platforms directly to consumers
 - Emotional pull through scary videos that show how much safer the technology makes driving

Value Proposition-

- Clear Vision is an affordable, sleek, and easy to use product that promises a modern, and most importantly, safer way to drive.

Revenue Generation Model

- Web Sales → consumers come directly to our website after interacting via social media pages
- Franchising → sell technology to automakers to be implemented in their cars



CRM Strategies

Because we are still not developed business and we do not have a big budget we will have General CRM strategy and a program called Salesforce.

According to Andre (2020) Salesforce is.



- Overarching sales cloud solution that includes AI-powered sales tools,
- Integrated sales workflow management,
- Custom app development for sales. **We will use cookies used to analyze site traffic, market research, and cookies used to display advertising that is not directed to a particular individual.**
- CPQ tools, and data integration with other systems like support, marketing, and ecommerce. You'll also find built-in or add-on help desk tools, productivity apps, and marketing automation features in this CRM.
- In short, this CRM adapts horizontally across industries and use cases, and is very flexible price-wise (Andre, 2020)..
- “General CRM like Salesforce is an excellent long-term investment, that is, you get to utilize it for various sales and marketing goals, whether to get more leads, close more deals, shorten sales cycles, or get more insights from your sales operations” (Andre, 2020).



Control Mechanisms

Performance Measurement

- **Creating Goals:** By creating goals that are known, realistic, and specific, we will have a specific measurement of what success is.

Customer Lifecycle Management

- **Email Campaign:** Our email campaign allows us to track the lifecycle of each individual customer. Then, based off of our data we can send targeted emails and advertisements to customers, depending on where they are in the life cycle.



Sales and Budget: 2020-2024

Sales Pipeline						
Category	Avg. Sales Price	2020	2021	2022	2023	2024
Clear Vision	\$100	\$500,000	\$1,500,000	\$4,875,000	\$17,062,500	\$63,984,375
			3	3.25	3.5	3.75

Company Start Up Costs										
Departments	2020	%	2021	%	2022	%	2023	%	2024	%
Sales	\$150,000	15%	\$420,000	28%	\$640,000	32%	\$850,000	34%	\$1,110,000	37%
Marketing	\$200,000	20%	\$150,000	10%	\$260,000	13%	\$350,000	14%	\$450,000	15%
Manufacturing or Development	\$350,000	35%	\$420,000	28%	\$360,000	18%	\$350,000	14%	\$300,000	10%
General & Administrative	\$100,000	10%	\$210,000	14%	\$340,000	17%	\$450,000	18%	\$540,000	18%
Professional Services & Implimentation	\$200,000	20%	\$300,000	20%	\$400,000	20%	\$500,000	20%	\$600,000	20%
Total	\$1,000,000	100%	\$1,500,000	100%	\$2,000,000	100%	\$2,500,000	100%	\$3,000,000	100%



Resources:

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