

Maxx Appliance Marketing Plan for Smart Refrigerator Release

Company Philosophy

We believe in gaining and sharing knowledge, empowering people to learn from others and better understand the world.

Focus on the user and all else will follow. Since the beginning, we've focused on providing the best user experience possible. Too many companies say that they are customer oriented but fall short once the customer deals with any function other than Marketing.

We believe that we are competing in a commodity market by excelling at being a differentiated product Agile Company. We pride ourselves in being a supplier that is in touch with the users of our products, provides "quick to market" solutions, and is fun to deal with in all functions.

By welcoming change and encouraging stakeholder discussion and input, we believe that this makes us a better competitor. For our company, our marketing plan is our company plan and company life.

We are the supplier who is closely in touch with the users of our products, provides "quick to market" solutions, and is fun to deal with, in all functions. This means in all functions we welcome change that makes us a better competitor. Too many companies say they are customer oriented, that is until the customer must deal with any function other than Marketing. For our company ***our marketing plan is our company plan and our company life.***

A story to amplify the point. We are proud to introduce a new Smart refrigerator, aimed to revolutionize the way consumers purpose their often-used household appliances. It's more than a fridge, it's the family hub.

This Smart Fridge has the capability to connect to the internet and other Smart-enabled devices in your household.

One of our retailers was approached by a prospective customer in typical fashion and had an unusual request— could the new Smart Refrigerator come with the icemaker on the side? Our well-trained retailers knew exactly who to call her at our offices – the leader in the product management team for this model refrigerator.

One of our retailers was approached by a prospective customer in typical fashion. This customer had an unusual request. Could the new Smart refrigerator come with the icemaker on the side? As our retailers are well trained, the retailer knew exactly who to call here at our offices- the leader in the product management team for

this model refrigerator. Our leader offered that yes probably, need few days, to confirm. Product management in their weekly meeting proposed this to the products committee- comprised of representatives of all functions. Team confirmed ice maker either side would be ok. No extra cost or delivery lead time. Our manufacturing is already a mixed mode operation so different configuration is their strength. Engineering needed one hour to make the sketches and define any modifications to the tooling so it is a go. Retailer confirmed to customer glad to do it. Customer then orders- get this- 5,000. The customer unbeknown to us is the Department of Defense in a friendly (no export license needed) Middle Eastern country, upgrading defense personal housing. No issue of discount they just want to try the latest technology. Discounts may be issue on re-orders. They do buy lots of stuff for military housing so we welcome those discussion too.

Introduction

We believe that the appliance market will change drastically in the next 20 years. With the exciting and innovative use of home automation, we aim to change smart home connectivity by streamlining common tasks and automating a new level of control over the home.

We intend to move forward greatly impacting and improving a homeowner's daily life through utilizing AGILE organization practices to promote rapid iteration, experimentation, and seizing opportunities. Maxx Appliances (now Maxx Systems) has reorganized our practices to emphasize individual's capabilities in interactive teams (similar to Ruby scrum teams in a match).

The first Smart refrigerator is generation 1. We have visions of further improvements which will be offered as generation 2.

Go to Market Plan

When Joe Maxx founded Maxx Appliances, Joe set a standard for attention to detail remains the heart of our performance. Measurable performance is obtained through calculating the percentage of repeat purchases. We take into account not only the first purchase of the customer buying another Maxx product, but also the members of that family when they establish their household buying a Maxx appliance.

We are known for the reliability of our products, the quality of our products and services, and our famous Help Desk. Our Help Desk has gone viral on the internet with the extent of our customer service – not only do we provide personalized advice on Maxx products, but we also offer suggestions on cooking and shopping (how to tell if a melon is ripe?). We believe that the road to success lies in being “quick to market” with incorporating our customer's desired features into our products. While other competitors may finish developing features in a month, we pride ourselves on finishing these features within one week.

We will have the third and fourth generation of product improvement available in the market by the time our competition has their first improvement. Our strategy and marketing plan is to be the product of choice, have over 92% repeat purchasers, develop and deliver product fast, and have a quality unmatched in our industry. Practices in every function support and enable these goals. Our measure of quality is quality as perceived by the users of our appliances and the retailers in our distribution channels. We honor individuals by operating with transparency in our business. We want our customers, employees, suppliers, and investors to want us to win. That is the best ever marketing plan.

Retailers- Domestic and International Sales

Maxx Appliances are sold through licensed retailers in our home country, and in two growing international markets. We receive five qualified applications a month to be retailers for our products. We have a specification for qualifying as a retailer. For example, we require our retailers to spend at least 2% of sales on training (this is the average spent by U.S. Baldrige Award winners).

Our products are available for 50hz and 60hz, 120volt and 220volt electrical power. Our modular design philosophy and mix mode manufacturing methods make it easy for us to meet any combination of requirements.

Details of product strategies

Our Markets cover three price sensitive segments- we will dominate all three segments

We predict declining sales of our traditional refrigerators. We will forestall the decline with special market programs including varying product features of the Smart product line. Our quality, reliability and service will be the same, offering greater value at a competitive price. We will innovate versions of our products for the segments of this more economic market and for those purchasers who will buy product at the low end of the price spectrum. Why is this so important?

To win in the market a company must decide where they want the market battle fought. We will confront every competitor in the low-end market so they don't get the volume to try to meet us in the mid and upper range product battle. Should they try to skip over this segment they will face the user preference for our product and the fact we have a superior product in every segment. This will not be a dilution of our resources it will be a demonstration of our Agility. This we believe means we will not be acquiring other firms as it is unlikely the foundation of other companies meets our standards. Someone once said "it ain't bragging if you can do it."

The marketing strategies

One weakness often carried along when firms say they are oriented toward users- customer centric is those who learn what users want have the least power to get what they learn into product development investments. The personnel who are in touch with us-

ers and retailers learn of user's incident desires, but these people partially because of their location in the field have the weakest voice at the product management table. We are giving this a complete reversal. Our products committees will include all functions in a concurrent product process development way. Our definition of product includes meeting the users in their environment. Our definition of process is from user's idea, product usage, to user's disposal, for- which we will offer recycling. Our intention is no one gets between us and the user on any issue. In this strategy user environment obligation strategy manufacturers take responsibility for how the user handles, incorporates, and uses the product. As a manufacturer we know a winning marketing strategy is based on learn more from the customers than we teach them.

We continually perform detailed cluster analysis of our purchasers buying preferences. We have a very competitive product in each cluster.

We will offer financing so that users can afford the features and products they want. We will also offer subscription maintenance programs and consumables. We will use our lower cost of capital and levered free cash flow to offer leasing programs. There should be no reason a prospective purchaser walks out of our retailers showroom to explore other options. We will build a desire to purchase our product because we will display factual comparisons of our products and competitor's products. If we don't compare favorably the product management team will improve our product using the benefits of an Agile organization. Our marketing strategy is if you wish to compare please go elsewhere first then come see us. You will not be disappointed.