alcohol and tobacco app

**Paper details:**

1. What is the idea? What makes it innovative, novel, or unique? The idea for \_\_\_\_: the delivery app for adults is to deliver adult products such as alcohol and tobacco to customers of age. The app will include a secure 2-step age verification and authorization system to ensure that anyone under the age of 21 cannot use the app. This system will only allow one ID to be attached to a person’s account to help ensure there is no one underage use of this app. The driver’s will also have to meet requirements such as being over the age of 21, no DUIs or any issues with the law involving drugs or alcohol, and good driving record. 2. What does this app include? As you browse through that app you will be provided different selections of alcohol (any thing from already made beverages to wine coolers), tobacco products (cigarettes, cigarellos, e-cigs, etc.). When purchasing alcohol or tobacco product you will be provided a bottle of water or jug depending on the quantity of product you purchase. The options of using your locations to provide you the best service and preferably where your items while be purchased from and will have a comment section and/or option to add any additives, such as snacks. When purchasing you will be given a limit of how much alcohol you can purchase at a time 3. Purpose of app The aim for this app is to control the intake of alcohol and tobacco products a single person consumes at a given time. The purpose is also to reduce the act of drink driving and DUI’s in the state. try to include different locations, count down calendar, maybe add snacks in with it Final Report Section 1 – Overview: All the relevant details regarding the new marketing concept and why it is ‘novel’ [the following are ideas of things to include/consider as it applies to your concept: product/service/retail outlet description and mock-up, pricing, location/distribution, logos, labels, marketing/advertising strategies (such as ad layout, marketing plan, and website/social media design)]. You will want to discuss the phases of the product/service roll out. I recommend creating a Gantt chart to achieve this. You will want to make sure you fully cover the four P’s of marketing when describing the new marketing concept. o Note, all images, ads designs, charts, etc. should be put in the appendix and referenced in the text. o This should take approximately 2 to 3 pages to discuss o Worth 10 points out of the 50 points Final Report Section 2 – Rationale: Support for why this new marketing concept is important for the market. What marketing need will it address? Provide reasoning for why this product/service is innovative and something new to the market. o This should take approximately 2 to 3 pages to discuss o Worth 10 points out of the 50 points Page 6 of 16 Final Report Section 3 – Research: Market research that this product/service will sell [This means you will need to collect data related to the marketability of this product. This can mean including secondary data regarding the need for this product or primary data (surveys, interviews, experiments, etc.).] Fully describe the target market you have identified for your new marketing concept and provide research support for why it is the correct target market. o Note, charts, graphs, data analysis conducted (results of it), interview responses, etc., should be put in the appendix and referenced in the text. o This should take approximately 2 to 3 pages to discuss o Worth 10 points out of the 50 points Final Report Section 4 – Conceptualization: Marketing concepts/theories that support the potential success of this product/service. It is wise to apply what you have learned from the class throughout your report, but especially here you will want to demonstrate your understanding of key marketing concepts and theories acquired from the course. o This should take approximately 2 to 3 pages to discuss o Worth 10 points out of the 50 points Final Report Professionalism: Professionalism makes good content even better. Regardless of the quality of your content, the report needs to reflect the time and effort you have invested. The report should look professional and follow a coherent structure. It should be well written, free of typos and grammatical errors, and nicely formatted. Here are some suggestions to make it look nice (but feel free to do more): ♣ Proofread and then proofread again ♣ Typed, double-spaced, 12-point font, Times New Roman, 1-inch margins. Always include a cover page with team names. ♣ Numbered pages (should be no less than 8 pages, not including appendix of graphs, charts, etc.) ♣ Labeled appendices (if necessary) ♣ Charts, graphs and images where appropriate (attached in the appendix only) ♣ Report Professionalism is worth 10 points out of the 50 points