Marketing Product Launch Part 1

Luz Padilla-Bejar, Michael Bickelmeyer; Leo Constantino, Homeros Hermosillo,

Martha Martinez

MKT/571

November 10, 2013

Dr. Luis De La Cruz

Executive Summary

Bugger and Hund is a start-up manufacturing corporation. It is working on adaptable airport systems with industrial zones and clean energy generation. It incorporates recycling die casting and manufacturing with steam-heated runways all powered by clean energy generation. Currently, There are between 15 million and 18 million airline flights in the world annually, carrying nearly a million passengers per day. A sensible estimate worldwide would be between 15,000 and 20,000 planes flying per day. (ask.com, 2013), such extensive use of airports opens the way for opportunities to make flying safer and more environmentally responsible.

Situation Overview

Bugger and Hund Corporation wants to establish a presence and penetrate the airport market. Its products highlight sensitivity to our environment and safety in the world's runways. It needs a strong marketing launch plan that will expose its advanced technology and clean energy generation to airport runways and later expand to other industries that can incorporate its technology.

Market Needs

Products in almost every category are concerned with being efficient or green and eco-friendly. Much of this relates to stronger government regulations. "President Obama, speaking in his *State of the Union Address*, has said that 80% of America's energy will come from clean sources by 2035" (Jackson, 2011, p. 6). With such growing demand for efficiency; why not focus on an industry that emits high levels of pollution, US airports. There is an incredible market need in making airports operate in a more eco-friendly manner as the population generated each day can have a devastating effect on those with in close proximity.

Market Growth

Market growth for this product, intellectual property that consists of an airport system designed with steam-heated runways is a very attractive concept with many companies. This can become a high growth business as it can be expanded to regular roads in the future. Japan had their nuclear plant demolished by the tsunami in 2011 and has not gotten their reactors back up creating a conflict as to which way they should go. They are investing as much as 487 million dollars for renewable energy. The Prime Minister Shinzo Abe, is still is committed to rebuilding the nuclear power plant. (Wharton, 2013) If and when Japan starts looking for options to use environmental friendly products, Bugger and Hund can meet their needs. "But in one sense, the Fukushima meltdown inadvertently led to a possible opening for locating renewables in a country where land is at a premium, said Satoshi Kitahama, representative director of the Kizuna Foundation. (Wharton, 2013)

SWOT Analysis

A SWOT analysis allows organizations to monitor the external and internal marketing environment. (Kotler, P., & Keller, K., 2012).

Strengths

- Innovating solutions and environmentally friendly products
- Patents pending

Weaknesses

- Difficulty in penetrating market from Start-up
- High start up cost
- Dependency on external investors for capital

Opportunities

- New Technology
- Expansion opportunities to other markets such as highways

Threats

- New regulations limiting use of technology
- Rapid changes in technology outdating current idea
- Rising cost of energy efficient materials

Potential Competition

Competition exists in every industry. The one potential competitor could lie with the airports themselves. Airports will attempt to implement a few new options that will appeal to travelers such as more recycling opportunities and natural gas powered shuttles. While these measures should be commended; they are not conducting a full overhaul by including all possible changes. Our company is different as it goes beyond the airport building itself and encompasses the surrounding land and runways to fully expand renewable energy sources. The key to standing out from competition is focusing on what our competitors are doing and how our company is taking additional measures to ensure a cleaner, more efficient facility while maximizing passenger safety.

Product Offering/Product Definition

Bugger & Hund Incorporated will offer an eco-friendly product to transform all airports around the world to address the carbon emissions and greenhouse gases. The potential market segment for this product will be within both the airlines and airports throughout the world. This product will include renewable resources such as solar and wind power energy to power the airport; recycle cooking oil as a biofuel to power the airport vehicles, and a recycling facility of the tremendous waste generated by airports to generate energy (Greenwood, 2010).

The aim of this product offering is to align the airline industry to become efficient, green, and eco-friendly as a standard around the world. The product will leverage the sun, the wind, and the waste generated at each location to produce and supply the demand of energy.

Furthermore, by developing an integrated recycling facility at each worldwide location will reduce the carbon footprint from the transports that remove the waste and provide the ability to transform this waste into reusable energy. Some airports around the world have begun moving into this arena; however, the few involved are not enough. There are five green airports that are being built, but is not enough to address the large number of carbon footprints that every airplane and airport product daily (Ed.). (2011).

Product Identification

The C-Corporation Bugger & Hund, has created a form of intellectual property which has been accepted by Washington DC. This intellectual property is termed an adaptable airport system with industrial zones and clean energy generation. This intellectual property is an airport system designed with steam heated runways and incorporating a manufacturing facility entailing recycling die-casting and manufacturing all powered by clean energy generation apparatuses. This has been a ten-year project endeavored by Bugger & Hund. This project entails zero carbon emissions, zero greenhouse gases, and zero global warming. This intellectual property has been secured with United States Patent Office the first business quarter of 2012. This project endeavors to secure its intellectual property to foreign countries, which are allies to the United States. The top 10 choice lists of foreign countries, which are allies to United States, will be provided to Bugger & Hund in December 2013 by the Secret Service.

Justification

The justification of the Bugger & Hund Incorporated project entails clean energy generation, and also counteracts the detrimental effects on earth by global warming while increasing safety in our airports. Industries' use of fossil fuels produce enormous forms of carbon emissions and greenhouse gases.

10-Question Survey

1. Is your airport currently undertaking eco-friendly activities to reduce the carbon footprint? If so, what are they?
2. Are you aware of any airlines who are also undertaking eco-friendly activities?
3. How much waste is produced daily at your airport?
4. How much of this waste is recycled?
5. Does the airport have enough extra space for a recycling facility?
6. Does the environment at your location support enough sunlight or wind to produce renewable energy?
7. How many of your vehicles are currently running on biofuel?
8. How much natural light is used throughout the airport?
9. Are you equipped with the technology to support a paperless environment?
10. Is your facility equipped with any reclamation technology?

References

Ed.). (2011). Five eco friendly airports: A green hue to the aviation sector. Retrieved from http://search.proquest.com.ezproxy.apollolibrary.com/docview/897393299/abstract?accountid=458

Greenwood, T. (2010, September 20). Metro Airport takes eco-friendly route: Airport implements 3-step plan to aid enviornment. *Detroit News*, p. A.3. Retrieved from http://search.proquest.com.ezproxy.apollolibrary.com/docview/751501449

How many planes take off a day. (2013). Retrieved from http://www.ask.com

Jackson,F. (2011). Renewable Energy Focus, Volume 12, Issue 3, *Retrieved from:* (http://www.sciencedirect.com/science/article/pii/S1755008411700655)

Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

Reducing runway incursions. (n.d.). Retrieved from http://www.faa.gov

Renewable Energy for Japan: A Post-Fukushima Quest. *Knowledge@Wharton* (2013, October 03). Retrieved from http://knowledge.wharton.upenn.edu/article/renewable-energy-japan-post-fukushima-quest/