

DocDuck Marketing Plan

SWEng Group 1

January 26, 2024

Contents

1	Version History	2
2	Introduction	3
3	Competitive Product Analysis	3
3.1	Market Research	3
3.1.1	MaintainX	3
3.1.2	AssetPanda	3
3.1.3	MicroMain	4
3.1.4	Limble CMMS	4
3.1.5	Click Maint CMMS	4
3.2	Unique Selling Points (USPs)	5
3.3	Target Audience	5
3.3.1	Clients' goals	5
3.3.2	Clients' difficulties	5
3.3.3	Our solution	5
3.3.4	Get/Grow/Keep strategies	5
3.4	SWOT Analysis	6
3.4.1	Strengths	6
3.4.2	Weaknesses	6
3.4.3	Opportunities	6
3.4.4	Threats	6
4	Pricing Proposal	6
5	Design Theory	8
5.1	Competitor Design Analysis: Asset Panda	8
5.2	DocDuck Branding From Research	9

1 Version History

Marketing Plan Version	Release Date	Changes	Contributors
1.0	26/01/24	Initial Version. Created Sections: 1, 2, 3.1, 3.2, 3.3, 3.4, 4, 5.1, 5.2	jrb617, nc1196, ttc515, htsm500, lw2380

2 Introduction

This document is still in progress. It highlights the marketing plan for DocDuck.

It currently contains the required product analysis and pricing model/proposal.

3 Competitive Product Analysis

3.1 Market Research

3.1.1 MaintainX

- **Description:** A mobile oriented preventative maintenance software ideal for managing work orders, scheduling maintenance and monitoring equipment.
- **Pricing:** \$19 - \$49/user/month \approx £15 - £38/user/month
- **Pros:** Easy to add work orders, parts and assets as well as built in messaging and barcode/QR code scanning, design is optimised for mobile devices such as phones and tablets
- **Cons:** Limited reporting and analytics on lower tier plans, you can only attach files with more expensive plans



Figure 1: MaintainX Logo

3.1.2 AssetPanda

- **Description:** Offers a set of applications for asset management including asset tracking, inventory management, audits, depreciation, maintenance tracking, facilities management, calibration tracking and employee tracking.
- **Pricing:** Determined annually based on number of assets used
- **Pros:** Integrated barcode scanning in the mobile app, unlimited users, free trial
- **Cons:** Exact pricing isn't available, limited integration with other software



Figure 2: Asset Panda Logo

3.1.3 MicroMain

- **Description:** Comprehensive maintenance management app including features such as spare parts and depreciation tracking
- **Pricing:** \$89/user/month \approx £67.50/user/month
- **Pros:** Unlimited sites, comprehensive features
- **Cons:** Not intuitive UI, data entry can be tedious



Figure 3: MicroMain Logo

3.1.4 Limble CMMS

- **Description:** A customisable maintenance management software with automated reports and tailored widgets.
- **Pricing:** \$35/user/month \approx £26.60/user/month
- **Pros:** Customisable dashboard view, fully functional trial
- **Cons:** Cannot schedule work orders for the future



Figure 4: Limble CMMS Logo

3.1.5 Click Maint CMMS

- **Description:** Computerised maintenance management system which helps maintenance and facilities professionals cut costs and streamline processes.
- **Pricing:** \$35/user/month - \approx £26.60/user/month
- **Pros:** Affordable, quick to implement
- **Cons:** Lacks advanced features, not suitable for more complex operations



Figure 5: ClickMaint CMMS Logo

3.2 Unique Selling Points (USPs)

- Comprehensive Repair Logging System
- Cheaper than competitors
- Advanced Security Features
- User-Friendly Interface
- Machine Health Status Overview
- Role-Based Access Control
- Efficient Booking System
- Notifications and Online Help Requests

3.3 Target Audience

- Small Business and Startups; especially those in engineering.
- Established engineering firms
- Maintenance managers and technicians

3.3.1 Clients' goals

Start up their company by investing less money thus less risk find a product that suits their budget and scale

3.3.2 Clients' difficulties

Products in the market with low prices have many limitations, that might not fulfil their needs

3.3.3 Our solution

Providing customers with a product with a high price-performance ratio

3.3.4 Get/Grow/Keep strategies

Get

- Get customers advertising our high pricing-performance ratio

Keep

- Provide good customer service
- helps the customer to set up the system with a minimum price
- Optimizing service listening to customer feedback

Grow

- Referring scheme
- Provide good service and build up the brand

3.4 SWOT Analysis

3.4.1 Strengths

- Comprehensive repair logging system
- Cheaper than competitors
- Advanced security features
- User friendly and intuitive interface for all skill levels
- Real time monitoring of machine health
- Multiple roles with different access privileges

3.4.2 Weaknesses

- New in the market, lack of reputation
- Resistance from those using traditional tracking methods afraid to implement technological solutions into the workplace

3.4.3 Opportunities

- Increasing demand for digital and automated maintenance systems
- Expansion into different sectors such as facilities or manufacturing
- Integration with different software
- Campaigns and advertising before release to drum up interest

3.4.4 Threats

- Existing market provides competition
- Technology is rapidly evolving meaning the product will require continuous updates

4 Pricing Proposal

A desired net profit margin for our company is 10%. In order to achieve this, we must calculate how much to sell our product for. This is done by:

$$\frac{\text{Total Cost (£)}}{1 - \text{Desired Net Profit Margin (\%)}}$$

Our total cost (including the 16.86% interest) is £71,116.00. Therefore to have a 10% net profit margin, we need to make:

$$\frac{£71,116.00}{1 - 0.1} = £79,017.78$$

We want to be a competitive alternative to other products on the market and as such we plan to market our product as a cheaper alternative. A similar product to our own is MaintainX, however they are an expensive product, as they charge roughly £47.00 per month. In order to be a competitor we will aim to charge customers £30.00 per month.

MaintainX has also amassed over 4,000+ users over the 5 years since it was first released - by assuming a linear growth in users, its possible for our company to garner 800 users within the first year. Even under the assumption that we amass only 300 users over the course of the year (less than

half of our main competitor), we will be able pay back our loan, including interest, and still have a profit of 10%:

Number of Users	Cost gained from 1 year	Profit	% Profit
100	£36,000.00	-£43,017.78	-54.4%
200	£72,000.00	-£7,017.78	-8.9%
300	£108,000.00	£28,982.22	36.7%

5 Design Theory

This section will link the design theory of competitors and apply them to DocDuck's Image.

5.1 Competitor Design Analysis: Asset Panda

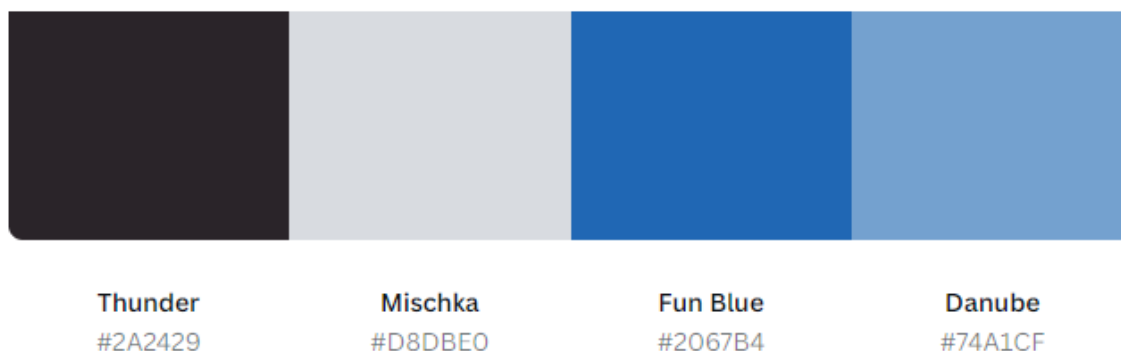


Figure 6: Asset Panda Logo Colour Analysis

Asset Panda's colour scheme is Monochromatic with two tone shading. The exception is the blue tone which is a washed out deep pastel blue. The design choice from colour theory tells us that the brand is secure and calm, reflecting on how asset panda helps companies solve problems and reduce workers stress on documentation and keep their data secure. This is something we want to be inspired by but not replicate as we need to be original.

DocDuck

Figure 7: Asset Panda font Colour Analysis with DocDuck place holder for testing

After Use a Font analyser I found Asset Panda have used "Ubuntu 700" as their chosen font which is a free for commercial use font. This font is a "Sans-Serif" meaning without ticks, it is slightly italic in nature and has a flare like its alive. Fonts in this case are genuinely used in less corporate background, focusing on being user friendly with an more open customer experience.

5.2 DocDuck Branding From Research



Figure 8: Asset Panda font Colour Analysis with DocDuck place holder for testing

DocDuck uses a split complementary colour scheme meaning contrasting between two similar shades of a colour in this case blue. Giving the similar deep blue from Asset Panda with a fun accent on a lighted pastel blue, contrasting with the mallard yellow.

The idea of the Duck was to pay tributes to the local wildlife within York, with the Duck being the most well associated with the town. The Duck was illustrated over with the image being licensed (in financial agreement).



Figure 9: Coolvetica Condensed Regular font

We used Coolvetica which is a more contemporary and sharper sans-serif font which still gives a friendly look but more symmetrical and simpler, reflecting on our new company focusing on budget friendly operations with start ups and small businesses.