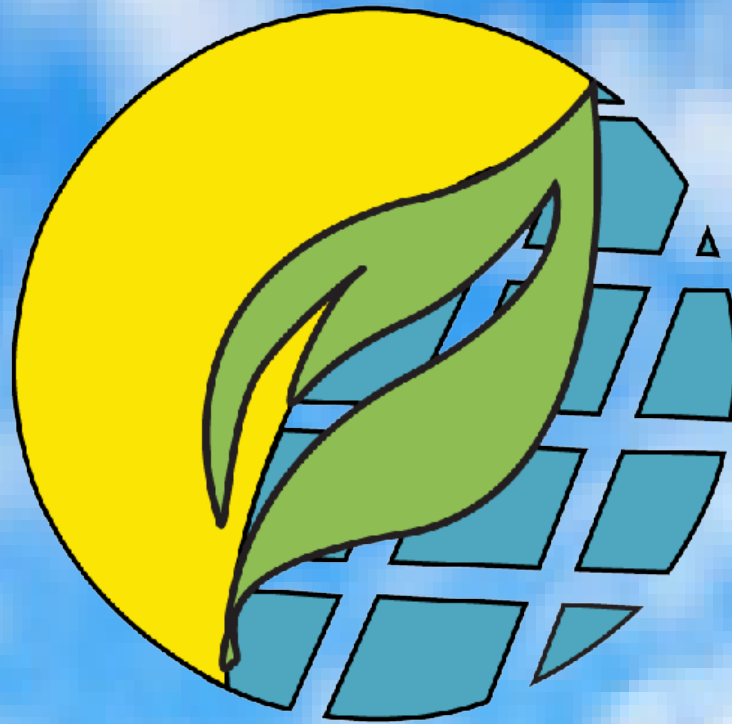


HELIOTECH



CHARGE UP WHEN THE SUNS UP

MARKETING PLAN

2019-2020

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PITCH AND PROBLEM

People are out hiking in the mountains where there is no energy but solar energy to charge your electronic device when the battery runs out. You are out at an amusement park with your friends recording yourselves, taking pictures and posting them on social media and your battery runs out and there is no outlets available to charge your device. People go out and throughout the whole day using their phones whether its scrolling through social media, playing mobile games, or texting friends all day. Battery drains out and there is no wall outlets to charge your electronic device. That's where we come in, Heliotech provides a variety of solar paneled products that will charge your electronic devices.



MARKET ANALYSIS

REAL INDUSTRY ANALYSIS:

During the first half of 2018 the U.S installed 2.1 gigawatts of solar photovoltaic capacity, and according to the Department of Energy, there is a total of 62.5 gigawatts (GW), this is enough energy to power 13.1 million homes. Solar energy grew dramatically from 2006 to 2016, thanks to the Solar Investment Tax Credit (ITC). Since 2016 the solar industry has seen a drop in solar installations. Fortunately, it is predicted that by 2021 there will be a total install of 100 gigawatts. It is also predicted that by 2023 the annual amount of gigawatts installed will be at least 14 gigawatts. Currently, the industry has over 250,000 people employed in the solar industry. What this means for HelioTech is that people are more open to 'green' energy, and because all of our products use solar energy our sales would rise as well. The electronic industry will be worth \$1.5 trillion by the year 2024, while the solar energy market is expected to reach \$422 billion dollars by 2022. Being within these two industries can be helpful for HelioTech because we are positioned within both industries, which are also expecting exponential growth, and this can be a great opportunity for us to grow too.

VIRTUAL INDUSTRY ANALYSIS:

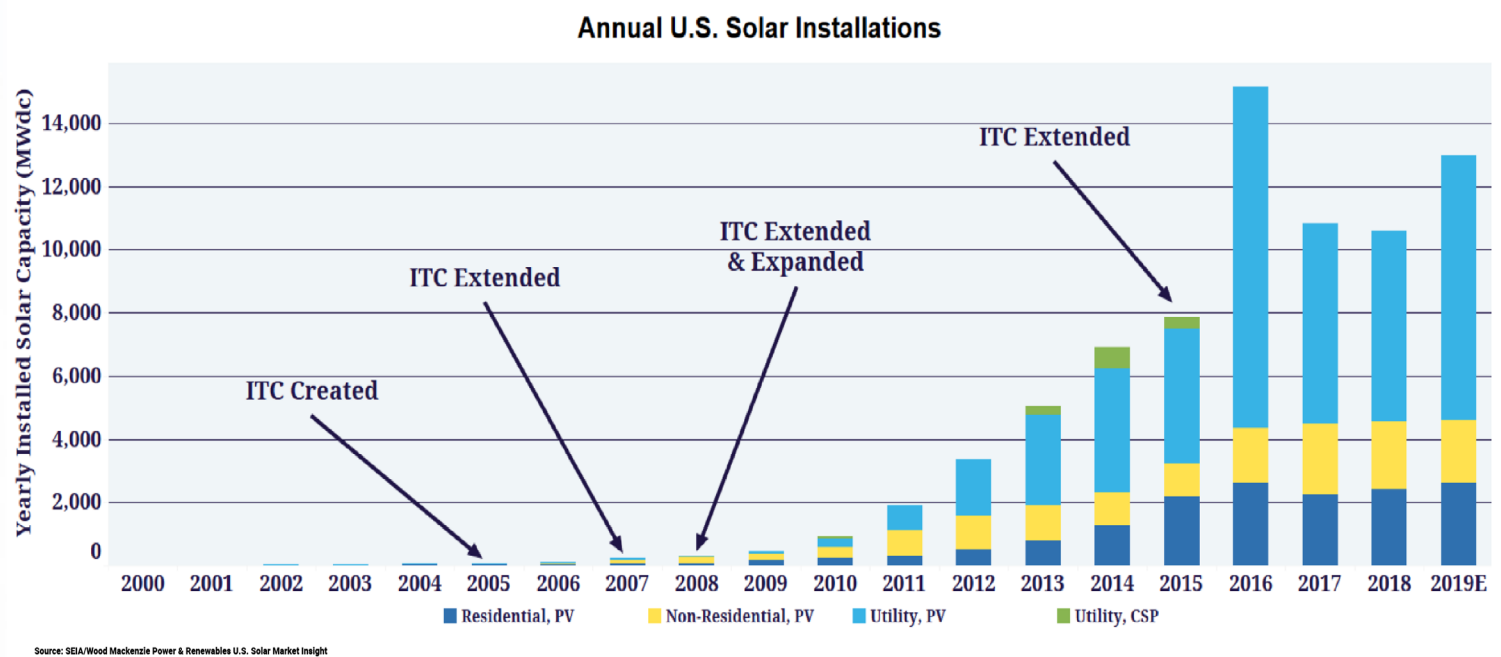
Although the solar industry has experienced a significant drop since 2016, it's expecting growth are between the years 2019-2023. It is expected to see a boom in the industry, and with VE's ever-growing marketplace, HelioTech could see a rise in sales along with popularity as the solar industry grows over these next few years. VE had a total of 576 firms during 2018-2019 and of those 576 firms, 87 of those firms were able to be classified under electronics and computers. In total this made \$68,371,924 making electronics and computers the third highest-grossing category in VE. With this trend, it looks like the future could be bright for HelioTech.



MARKET ANALYSIS

COMPETITIVE ANALYSIS:

In VE there are many competitors within the same industry. From Backpack+, Sky Source, Just in Case, Titan, Lonestar Gear, Tech Haven, and Imperium. All these companies are within the same industries as we are. Although they may share the same industry this doesn't mean that they are direct competitors for HelioTech. For example, Backpack+ sells a solar-powered backpack that allows you to charge your device throughout the day. This works similarly to our SolPak and our HelioHike, both of which are backpacks with solar panels on the back that can charge your devices. Sharing industries can be a danger for the company as well because these companies may not be direct competitors they do sell variations of our product like Backpack+, also indirect competitors can include companies from trade shows. This is because they also draw the attention of potential customers making them competitors as well, regardless of what they sell technology or backpacks, all VV companies attending trade shows are competitors.



MARKETING MIX

PRODUCTS:

HelioTech offers eco-friendly solar charging products allowing customers to charge their devices while on the go. HelioTech is an eco friendly technology company that focuses on using renewable energy from the sun to power its charging devices. HelioTech specializes in solar power personal charging devices for active lifestyles.



PACKAGING:

We will be using static free biodegradable packing peanuts and pillow boxes, for packaging. It will avoid any damage to the product. This method of packaging is chosen because of its shorter time of decomposition compared to a regular box that takes about a year to decompose. If we were to order 250 pillow boxes for our packaging, it costs 15 cents per box. A sticker of our Logo/Brand name will be placed on the center of the packaging to show that this is a product from HelioTech.

HELIOCASE:

Provides the device a longer battery life using solar energy or the cable the device uses, while offering great protection. Inside, a soft microfiber lining helps protect your device. On the outside, the plastic is very solid and high quality with color options. Charge your phone and the Helio-SmartCase simultaneously for in

HELIOBANK:

This solar power bank is equipped with 3 solar panels, making it charge itself quickly when exposed to sunlight, which is 3 times faster than the other solar chargers making it suitable for hiking, camping, and other outdoor activities. Detects the current of access devices to match the best output, safely protecting the devices from over current, voltage, short circuit, etc. The ports are protected by the cover, making them durable.

HELIOPACK:

The SolPak allows you to be on the go while walking, out in the sun with your portable electronic devices. The pack comes 24000mAh High Capacity. This SolPack is equipped with 1 solar panel, providing the devices to charge fast while exposed to sunlight charging 3 times faster than our competitors, suitable for long walk, skateboarding and walking to school. Comes with two USB ports allowing you to charge 2 devices at the same time.

HELIOHIKE:

The HelioHike allows you to be in nature and charge your devices at the same time. The pack comes 24000mAh High Capacity: Built-in high efficiency lithium polymer battery. Our largest panels allow for fast charging: This solar power pack is equipped with 2 solar panels, charging the internal power bank when exposed to sunlight, which is 3 times faster than the other hiking backpacks, suitable for hiking, camping, and other outdoor activities. It comes with 4 USB ports allows you to charge 4 devices at the same time.

SOLSOUND:

The Solar-Sound is a portable speaker, bringing the party anywhere you go. Whether you are at the beach, sitting by the pool, or the park, Sol-Sound works with smartphones allowing bluetooth connection to personal music. The Sol-Sound is equipped with 1 solar panel, charging the speaker while exposed to sunlight, 3-5 times faster than our competitors. The speaker has two USB ports to charge devices at the same time while enjoying the sun.

PRICINGS:

One of our competitors from California is BackPack+, they focus on solar charging backpacks which is similar to one of our solar products. Our competitors price ranges from \$175-225 which differs from our prices. About half of our market survey are willing to pay about \$100-150. What makes us different from this company, is our variety in our product line. Our pricing strategy is cost-plus pricing where we decide the cost based on the manufacturer. 50% of the cost will be the goods of the manufacturing and the other 50% will be the profit that we gain.

COST-PLUS:

The pricing strategy we use is cost-plus pricing. This strategy works by calculating the material used for the product, labor, and overhead costs.



PLACEMET:

SOCIAL MEDIA:

In our current year, the percentage of Americans owning social media account has risen to 79%., HelioTech takes advantage on advertising our products and posting company updates on platforms such as Twitter, Instagram, and LinkedIn. HelioTech's website is linked to all three platforms to increase purchases through advertisement in these platforms.

WEBSITE:

HelioTech's website, heliotech.us, features a marketplace to purchase solar panel products. Our overall web sales has counted 3% of our overall sales.

TRADE FAIRS:

Heliotech generated 28% of revenue at trade shows and open houses overall. We have attended 5 trade shows in the previous year including Fountain Valley, San Diego, Bakersfield, New York and Pasadena which composed 28% of our overall sales

PROMOTION:

Pre-intro: As the world continues to develop, our methods of reaching an audience globally has begun to update. With 79% of U.S.A users and 45% of international using a social media platform, we will be able to reach a wide range of potential customers. Though our main form of exposure will be through social media, we will still be advertising through our newsletter and website.

POSITIONING:

HelioTech, falls into the electronic market. We sell tech items that are solar powered. Currently our industry has a growth of 50% in the last decade averaging a rate of 5% increase per year. We are a business designed to meet the needs of individuals on a budget.

DISCUSSION OF BUSINESS RISKS:

Our business contract contributes about two-thirds of our revenue annually. If we were to lose our contracts, we would be down in revenue. HelioTech would have to increase its sales to keep our revenue stable. Heliotech currently in the process of finalizing a business contract with EcoBlue.

