

MARKETING PLAN



HELIOTECH

CHARGE UP WHEN THE SUN'S UP

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PITCH AND PROBLEM

THERE ARE MANY DISASTERS ALL OVER THE WORLD. MOUNTAIN FIRES ARE ONE OF THE MOST COMMON NATURAL DISASTERS WE FACE. HOMES ARE BURNED DOWN, PEOPLE ARE LEFT HOMELESS AND MOST OF ALL THEY HAVE LOST ONE OF THEIR POWER SOURCES. WITH FAMILIES NOT HAVING THEIR HOMES THEY ARE LEFT WITHOUT ANY OUTLETS TO CHARGE THEIR DEVICES. WITHOUT A WAY TO CHARGE THEIR DEVICES THEY WON'T BE ABLE TO COMMUNICATE WITH THEIR FAMILY FRIENDS AND THE INSURANCES FOR THEIR HOME. WITH OUR HELIOCASE YOU CAN CHARGE YOUR PHONES SOLARLY AND STAY CONNECTED WITH THE OUTSIDE WORLD. FREQUENT UPDATES ON SITUATIONS WILL REACH YOU AND YOU WILL BE ABLE TO COMMUNICATE WITH FAMILY AND YOUR INSURANCE TO FIX YOUR PROBLEMS.



TARGET MARKET

HELIOTECH TARGETS TEENS TO YOUNG ADULTS WHO ARE IN THE MIDDLE TO UPPER-CLASS AND LIVE IN SUNNY REGIONS. PEOPLE WHO LIKE TO BE ADVENTUROUS AND ARE ALWAYS ON THE GO ARE ABLE TO CHARGE THEIR PHONE JUST BY USING THE ENERGY OF THE SUN. OUR PSYCHOGRAPHICS HAVE DETERMINED THAT WE NEED PEOPLE WHO ARE RELIANT ON THE PERSONAL DEVICES AND ARE EARLY ADOPTERS OF TECHNOLOGY.



MARKET ANALYSIS

REAL INDUSTRY ANALYSIS

DURING THE FIRST HALF OF 2018, THE U.S INSTALLED 4.7 GIGAWATTS OF SOLAR PHOTOVOLTAIC CAPACITY, THAT MEANS MORE THAN 220 HOMES INSTALLED SOLAR TECHNOLOGY INTO THEIR HOUSEHOLD, WHICH MAKES THE TOTAL OF GIGAWATTS INSTALLED 58, THIS IS ENOUGH TO POWER 11 MILLION HOMES. SOLAR ENERGY HAS BEEN GROWING DRAMATICALLY EVER SINCE 2006, THANKS TO THE SOLAR INVESTMENT TAX CREDIT (ITC) BUT AFTER 2016 THE SOLAR INDUSTRY SAW A DROP IN SOLAR INSTALLATIONS. FORTUNATELY IT IS PREDICTED THAT BY 2021 THERE WILL BE A TOTAL OF 100 GW. 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 SOLAR.

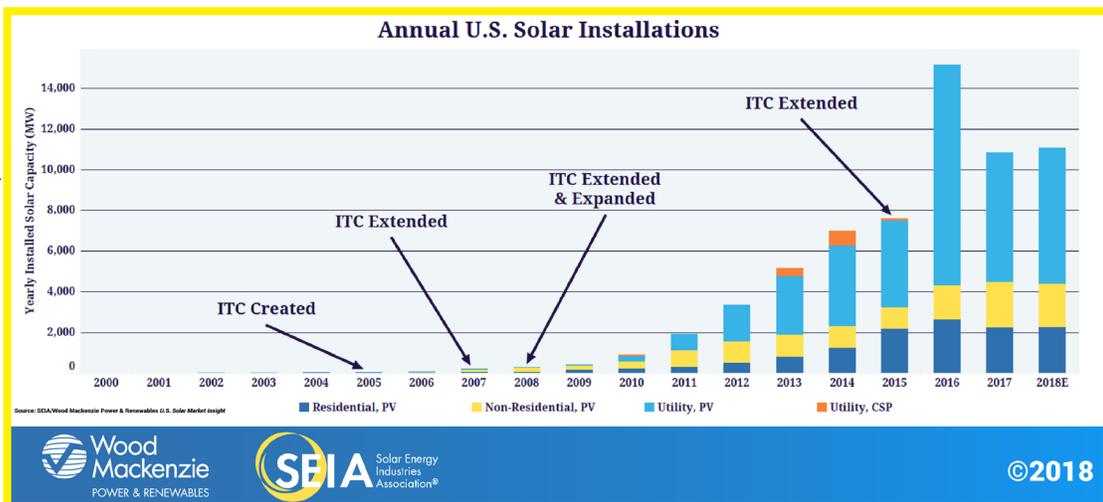
VIRTUAL INDUSTRY ANALYSIS

ALTHOUGH THE SOLAR INDUSTRY HAS EXPERIENCED A SIGNIFICANT DROP SINCE 2016, IT IS EXPECTING A GROWTH BETWEEN 2019-2023 IT IS EXPECTED TO SEE AN 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 509 FIRMS DURING THE 2017-2018 YEAR AND OF THOSE 509 FIRMS 103 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 IT LOOKS LIKE THE FUTURE COULD BE BRIGHT FOR HELIOTECH

COMPETITIVE ANALYSIS

IN VE THERE APPEARS TO BE ONLY ONE DIRECT COMPETITOR AND ALSO ONE INDIRECT COMPETITOR, THOSE BEING BACK PACK AND IMPERIUM. BACK PACK 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. ALTHOUGH THERE ARE OTHER INDIRECT COMPETITORS MOST OF THEM WILL BE AT TRADE SHOWS REGARDLESS OF CATEGORY OR WHAT THEY SELL. THIS IS BECAUSE THEY WILL HAVE THE POTENTIAL OF DRAWING AWAY POTENTIAL CUSTOMERS FROM OUR BOOTH.

REAL INDUSTRY ANALYSIS



PRODUCTS WE PROVIDE AN ADVANCE AND CONVINIENT WAY TO SUBSTITUTE YOUR CURRENT ENRGY USAGE OF ELECTRONICAL DEVICES. OUR DEVICES WILL KEEP YOU POWERED THROUGHOUT THE WHOLE DAY

HELIO CASE:

THIS SMART CASE GIVES YOUR IPHONE A LONGER BATTERY LIFE USING SOLAR ENERGY OR THE CABLE YOUR PHONE USES, WHILE OFFERING GREAT PROTECTION. INSIDE, A SOFT MICRO FIBER LINING HELPS PROTECT YOUR PHONE. ON THE OUTSIDE, THE PLASTIC THAT IS VERY SOLID AND HIGH QUALITY WITH OUR COLOR OPTIONS. CHARGE YOUR PHONE AND THE HELIO- SMARTCASE SIMULTANEOUSLY FOR INCREASED TIME AND EVEN LOUDER AUDIO AND VIDEO PLAYBACK.

HELIO BANK:

THIS SOLAR POWER BANK IS EQUIPPED WITH 3 SOLAR PANELS, MAKING IT CHARGE ITSELF QUICKLY IN SUNLIGHT, WHICH IS 3-5 TIMES FASTER THAN THE OTHER SOLAR CHARGERS, SUITABLE FOR HIKING, CAMPING AND OTHER OUTDOOR ACTIVITIES. DETECTS THE CURRENT OF ACCESS DEVICES TO MATCH THE BEST OUTPUT, SAFELY PROTECTING YOUR DEVICES FROM OVER CURRENT, OVER VOLTAGE, SHORT CIRCUIT, ETC. THE PORTS ARE PROTECTED BY COVER, MAKING THEY ARE DURABLE.

HELIOPACK:

THIS HELIO TECH SOL PAK ALLOWS YOU TO NEVER HAVE LOW BATTERY LIFE ON YOUR PHONE, LAPTOP OR TABLET. THE PACK COMES 24000MAH HIGH CAPACITY. OUR LARGEST PANELS ALLOW FOR FAST CHARGING: THIS SOLAR POWER PACK IS EQUIPPED WITH 1 SOLAR PANEL, MAKING IT CHARGE THE INTERNAL POWER BANK QUICKLY IN SUNLIGHT, WHICH IS 3-5 TIMES FASTER THAN THE OTHER SOLAR CHARGERS, SUITABLE FOR LONG WALK, SKATEBOARDING AND WALKING TO SCHOOL. ALLOWING YOU TO CHARGE 2 DEVICES AT THE SAME TIME.

HELIOHIKE:

THIS HELIO TECH DAY PACK HELIOHIKE ALLOWS YOU TO SPEND A DAY OR TWO IN THE BACK COUNTRY AND CHARGE YOUR DEVICES WHILE YOU WALK. 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, MAKING IT CHARGE THE INTERNAL POWER BANK QUICKLY IN SUNLIGHT, WHICH IS 3-5 TIMES FASTER THAN THE OTHER SOLAR CHARGERS, SUITABLE FOR HIKING, CAMPING AND OTHER OUTDOOR ACTIVITIES OUR HELIOHIKE ALLOWS YOU TO CHARGE 4 DEVICES AT THE SAME TIME.

SOLSOUND:

THIS HELIO TECH SOLAR-SOUND™ PORTABLE SPEAKER BRINGS THE PARTY WITH YOU ANYWHERE YOU GO. WHETHER YOU ARE AT THE BEACH, SITTING BY THE POOL OR THE PARK, THIS SOLAR CHARING SPEAKER WORKS WITH YOUR SMART PHONE ALLOWING BLUETOOTH CONNECTION TO YOUR PERSONAL MUSIC. THE SPEAKER HAS TWO CHARGE PORTS SO YOU CAN CHARGE YOUR PORTABLE DEVICES AT THE SAME TIME YOU ARE ENJOYING THE SUN.

PRICING

**HERE AT
HELIOTECH
OUR PRICING
STRATEGY IS
COST-BASED
PRICING. 50%
OF THE COST
WILL BE THE
GOODS OF THE
MANUFACTURING
AND THE OTHER
50% WILL BE THE
PROFIT THAT WE
GAIN**

Cost Based Pricing

Product → Cost → Price → Value → Customers

PLACEMENT

**OUR PRIMARY
TARGETS FOR
A PARTICLE BE
DISTRIBUTED
WILL BE DONE IN
PHASES THAT WE
GO TO THIS YEAR
NEXT YEAR AND
THROUGH OUR
ONLINE WEBSITE AT
WWW.HELIOTECH.
US**



VIRTUAL
ENTERPRISES
INTERNATIONAL

POSITIONING

WE NEED PEOPLE WHO ARE GLOBALLY AWARE WANT TO REDUCE THEIR CARBON FOOTPRINT AND PEOPLE WHO DON'T HAVE EASY ACCESS TO OUTLETS SUCH AS PARK RANGERS, FOREST FIREFIGHTERS AND FISHERMAN



PROMOTION

THE WAY OUR COMPANY WILL BE PROMOTING OURSELF IS THROUGH OUR COMPANY BANNER THAT WE WILL HANG AT EVERY TRADE SHOW , OUR COMPANY WEBSITE WHAT YOU CAN LOOK AT WWW. HELIOTECH.US , OUR BUSINESS CARDS THAT WE WILL HAND OUT AT TRADE SHOWS , SALES MATERIALS WHICH ARE OUR COMPANY BROCHURE, CATALOG AND NEWSLETTER AND SOCIAL MEDIAS WHICH ARE TWITTER INSTAGRAM AND LINKEDIN

