

You can tap the left or right earphone to switch songs. All the groundbreaking things the earphones can do are driven by the custom-designed S1 chip. It produces extremely efficient wireless for a better connection and improved sound. And the S1 chip manages battery life so well, you can listen for 5 hours on a single charge. It's performance that's unheard of in a device this small. The charging case that holds multiple additional charges for more than 24 hours of listening time, and you just need 15 minutes to charge.

Marketing Plan

The target market of the bluetooth earphone is focused on the Youth Market but also extended to a family formation. Our product is not focused on a specific gender. Their children wants to buy it, the parents will go to buy it for children. In our society, lots of people are interested in technology. Our product makes people more convenient. We will made some advertisements, put it at bus station, subway, and internet. The products will be sell on our official website, the official store, or the retell store.



Financial Plan

- Estimated cost: Involved the materials, softwares, etc. = \$ 80
- Labour Cost: \$200 per one.
- Fixed costs: Rent of the place, machinery, Labour and others cost \$ 200,000
- Selling Price: \$ 200 (One pair).

Executive Summary

This business plan is to innovate the bluetooth earphone. I added a waterproof feature to my product which most products in the market don't have, and the price is also cheaper than other companies.

Competitive Advantage

My competitor is Apple company. For their Blue tooth earphone, they are not waterproof, however, my products have added waterproofing. So you can take them with you while swimming, or you can enjoy the music while you are taking a bath.

Company Description

My company is a High tech company focused on the market of electronic devices which named BLACK-BEE. My company's goal is to produce high quality but low price products. We want strive to make high-tech electronic products can available to everyone. We also often do charity. In each submitted order, we will draw 5% of the our profits donated to charity

Product & Services

The product (bluetooth earphone) has in itself multiple functions, such as Just take them out and they're ready to use with all your devices. Put them in your ears and they connect instantly. You can even speak into them and your voice will still sounds clear. After a simple one-tap setup, bluetooth earphone are automatically on and always connected with your phones, watches, or computers, etc. Using them is just as easy. They can sense when they're in your ears and pause when you take them out. And the bluetooth earphone's experience is just as amazing whether you're listening to.

Innovation of Blue Tooth Earphone

By Reyna Xiao

