

MKT 301
Marketing Plan: Product Description Example

The Invisible Leash

The Product is “Invisible Leash,” which is a dog training collar that works much like an invisible fence.

The active dog owner has a number of options when selecting a dog training or containment system that best fits their needs. Do they want a physical leash? Are they concerned about harming the dog? Is the product as mobile as they are? Dog owners want the comfort of knowing that wherever they are, they can still have control of their dog. They want to jog at the park and take their “best friend” on trips with them. To this end, we believe that although the many invisible fences available fulfill a niche on the market, research suggests that our product is better equipped for a mobile, active person.

The product functions much as the name suggests. If the dog strays further from its owner than the distance specified on the control (belt) unit, the pet receives either a warning “beep” or a mild electric shock. The dog quickly learns not to go further than the allowable distance unless told to do so. An important advantage to the product design is that all the components and required technology are “off the shelf”, requiring little to no R&D and ease of manufacturing.

Team Dog Collar recognizes that our product will not replace the traditional leash. Therefore, we will focus our promotion on people with active lifestyles, early adopters and “techies”. Since we are providing a unique product in a broad market, direct competition is limited. “Invisible Leash” will, however, be up against higher end pet products that compete for the consumer’s pet related discretionary dollars.

The specifications of The Invisible Leash, such as weight, quality, and ease of use are of prime importance to our customers. Our customers are active people and want a small, sleek, quality device that will fit into their active lifestyle.

The Invisible Leash will be of top quality, in workmanship and choice of materials. The product will not be limited due to the nature of the building materials. Product quality control will be implemented from the initial design of the product to production. The Invisible Leash will have a product warranty on all parts and labor.

Product Functionality and Design

The product consists of two components. The human element is a pager-sized unit that functions as the control and the pet attachment is an electronic collar similar to those employed by existing pet management products. The control unit offers settings that allow the owner to set the “roaming distance”



and the desired reinforcement, either a sound or, for more stubborn breeds, a mild electric shock. The control unit can also be set for an audible tone or vibration. When the pet strays more than the proscribed distance the unit signals the collar, executing the reinforcement and alerting the owner.

Invisible Leash is, of, course, a product both newly designed and new to the consumer. Consequently there are limited current issues of any significance with regard to product performance, customer satisfaction, market presence, or warranty concerns.

Team Dog Collar has completed the design of Invisible Leash and successfully secured patents for both the design of the overall product and for the EPROM that contains the firmware used in the core functionality. Additionally, the product name has been Trademarked and the tag line “The Only Thing Visible About Invisible Leash... Are The Results” has been copyrighted.

The core competency of the company and its staff is sales, marketing, and product innovation. Consequently most other functions have been contracted to third party providers. Manufacturing has been outsourced to a Mexican firm, Matamoros Electronic Manufacturing, who has significant experience in small item consumer electronics. The firm has a good reputation for quality and there is substantial American investment and oversight. MEM is also equipped to package the product on sight.

Feature and Benefit Analysis

Control Unit	
Beeps	Notifies owner Trains animal Non threatening
Vibrates	Can be used where sound is not allowed Trains animal Alerts the owner when in noisy environments
Adjustable Range	User Flexibility Can be used in different places

Colors	User choice Coordinates with collars
Lightweight	User comfort Low shipping costs
Belt clip	Convenience Works on belt, backpack or purse
Lanyard	Can be worn with sports clothes Convenience
Collar Unit	
Hypo-allergenic	Does not irritate animal's skin Cat friendly
Attaches to existing collar	Saves expense Owner can still use favorite collar
Temperature tolerant	Can be used in winter Snow tolerant
Dirt/mud proof	Can be in rugged conditions Can be used in bad weather Compatible with hunting and sports dogs
Lightweight	Can be used on small dogs and cats Safety issues, especially for cats
Waterproof	Dogs can swim & hunt Not hurt by rain storms Can be used in snow
Variable Shock	Adjusts to different size dogs Adjusts for hard to train breeds
Alternative Beep	Allows for owners with multiple dogs Training aid for dogs