

ENVIRONMENTAL SITUATION:

Technological Factors

Technology is an incredibly important part of our business world today. Keep It Cool will incorporate the newest and most valuable technology to increase efficiency, productivity, and sales. The company will use solar power technology to energize the fan. Keep It Cool intends to use www.KeepItCool.com website to effectively advertise and sale Tropical Breeze product. The company will use social media sites to advertise Tropical Breeze product. Furthermore, the company will gather customer information to enhance customer satisfaction and benefit company positioning.

Legal Factors

In the event that a customer is unhappy with Tropical Breeze in some way, Keep It Cool must protect itself with an End User License Agreement. These are a few basic clauses we want to emphasize on in our EULA. Tropical Breeze will be a product that is sold "AS IS". Once the product is opened, Keep It Cool will not be liable beyond the cost of the product sold.

Keep It Cool will provide extensive testing to ensure the Tropical Breeze product will within reason accomplish the benefits promised. Keep It Cool will act according to the Federal Trade Commission regulations when using the online sites to gather information from the company's customers.

Socio-Cultural Factors

Understanding a company's customer needs and wants is very important to the success of the company. A company must stay informed and be ready to adapt to change. The information

I have removed the title page from this document to protect the group's privacy. However, this is a basic example of a Part B. It is not perfect, but it should give you a decent idea. Parts of this paper could be better, but like I said, it will give you a decent idea of what to do. Don't "copy" this paper or draw too much inspiration from it. Do your own work. The things this group said may not make sense for your product.

Keep It Cool will gather from its customers will include: customer age, location, gender, race, and etc. US customer assistance will be provided by calling 1-800-Cool-Car.

One consumer group may consider Tropical Breeze a specialty product when another may consider it a necessity. For example, perhaps someone with an expensive car who greatly values their interior would consider our product a specialty product. In contrast, parents with small children might consider a vehicle that is not smoldering when their children enter it a necessity.

Some consumers may even consider Tropical Breeze to be replaced by simply rolling down the windows in their vehicle. According to the Auto Theft Statistics, “the FBI claims there are 699,594 US vehicle thefts in the past year,” (Auto Theft Statistics, "U.S. Auto Theft Statistics"). To a car thief, a window that even has a crack is an unlocked vehicle.

“Baby boomers are considered to have nearly 70% of the US’s disposable income” (Marketing Charts Staff, "US Disposable Income"). It is estimated that, “baby boomers spend nearly 7 billion dollars online per year” (Marketing Charts Staff, "US Disposable Income"). Keep It Cool will provide senior citizen discount to baby boomers as incentive to gain their business.

Economic Factors

“The Median household income for 2013 was \$53,046.” (American Fact Finder, "American Fact Finder") This figure is a slight increase from the previous two years, but not a significant enough increase to indicate an entering into or exiting from a recession.

“Age groups that earn the most income are the 35 to 44 age group with average of \$64,973” and the “45 to 54 age group with average earnings of \$67,141” (Millennials Outnumber, " Millennials Outnumber Baby Boomers and Are Far More Diverse ").

“The CPI for all urban consumers has decreased by 0.2 percent for the month of September 2015.” (Bureau of Labor Statistics, "Consumer Price Index")

Competitive Factors

either here or later, perhaps include your own product in the chart for easy comparison

Brand	Price	Competitive Advantage	Distribution
Kulcar	\$89	Solar panel is adjustable toward the sun	Everywhere
Auto Cool	\$9.57	Lower sale price (but single motor)	Everywhere
Idea Works	\$16.99	Lower sale price (but single motor)	Everywhere

Put your own product in the chart for easy comparison. Good use of chart.

Kulcar is a dual fan like Tropical Breeze. This product has an established market.

According to Cool Car Now, “the solar panel has 10-year warranty”, but other components have 1 year warranty (Kulcarnow, "Cool Your Car"). Kulcar has a large size compared to Tropical Breeze.

“Auto Fan has a list price \$33.55”, but Amazon.com sells this product for various prices. (Amazon.com, "Ford ex Group Solar Powered Car Air Vent Cooling Fan") This product has a lower price, but is only a single fan.

Idea Works has lower price and according to Dream Products, “the product is only a single fan” (Dream Products, “Solar Auto Fan”). The quality of this product appears to be inferior to the others.

A disadvantage for all of Tropical Breeze’s competitors is a compromised window seal as a result can let in rain, insects, and it’s easier for unauthorized access.

SITUATION ANALYSIS:

See my notes at the bottom of this page.

Also, a lot of the calls to action and plans for the future, target markets, etc. are typically discussed in more detail in other parts of the paper. Again, see my notes at the bottom. I don't even specifically have "situation analysis" as part of the rubric.

- 1) Keep It Cool will only use customer information in the manner allowed by FTC regulations. The company will use the information in regards to better determining what its customers want and need. Tropical Breeze will provide tested approved labeling to reassurance that the fan will within reason accomplish the proposed benefits. Products sold by Keep It Cool will be sold “AS IS”. The company will have no liability. However, Keep It Cool may refund for the product if there is valid reasoning.
- 2) Keep It Cool major play in technology is the fact that the product is solar powered. It does not cost the customer additional monetary value beyond the product cost to run the fan. In addition, solar power does not damage the environment within reason. Consumers are very busy in the world we live in today. As a result many of those consumers shop online to save time. Therefore, Tropical Breeze will be sold online. In addition to buying goods and services online, much of our society communicates online as well. Keep It Cool will take advantage of social media site such as Facebook and Twitter. Keep It Cool will also be pursuing endorsements after testing is finished.
- 3) Keep It Cool has a large target audience. Anyone who own or rents a vehicle could buy and use Tropical Breeze. Since so many Baby Boomers shop online, Keep It Cool would

The rubric does not say that you need a situation analysis. However, I do mention them both in the directions. Generally speaking, the environmental situation looks at the external elements specified in the rubric. Actually, the external environment is usually part of a situation analysis. But, the situation analysis also looks at the internal aspects of the company. Then, the SWOT takes the things identified in the environmental / situational analysis, summarizes them, and recommends actions. These actions are spelled out in more detail in the later parts of Part B and Part C. You do need to know the environmental situation outside the company, and therefore, I have you look at the external environment. However, as a new company, I don't make the class write out the situation analysis (which includes the internal components) because almost every "new" company faces a similar set of problems. While this is important, rubric-wise, I want you focusing on the external environment which can be researched. However, you will still need to list some internal strengths and weaknesses in the SWOT, so it is fine if you write them all out in a full Situation Analysis.

like to provide incentive for that particular consumer group to shop with the company over its competitors. Therefore, Keep It Cool will award a discount to consumers over 50. Tropical Breeze promotes longer lasting care for the interior of a vehicle. Although Keep It Cool appreciates the consumer who perceives Tropical Breeze to be specialty product, the company wants the product to be perceived just as necessary as any other vehicle maintenance service performed. Some sceptics may believe the same breezy effect could be achieved by simply rolling down their window while the vehicle is unattended. In the event that is true, the vehicle and its contents would be vulnerable for theft and vandalism. In contrast, Tropical Breeze is a product that does not threaten the consumer's property and valuables.

- 4) The economy is stable enough for this product to be introduced to the market and be very successful. With the inexpensiveness of the tropical breeze car cooler, it would be more economical to install this device than to suffer from stifling temperatures and the possibility of having to replace interior parts of your vehicle due to heat fractures.
- 5) Tropical breeze car cooler is very different from its competitors. The product is constructed with higher quality parts, it is competitively priced and creates less of an environmental footprint with its eco-friendly manufacturing.

SWAT ANALYSIS What is a "SWAT" Analysis? You mean SWOT Analysis.

<p>S Strengths</p> <ul style="list-style-type: none"> • Prevent the inside of your car from suffering heat related damage. • Our product gives users significant benefits and is easy to maintain and inexpensive. • Our product circulates air from the outside which helps to actually cool the car instead of just moving air around. • Because of the nature of our product mass production will not be difficult. 	<p>W Weaknesses</p> <ul style="list-style-type: none"> • A major disadvantage is that we are new to the market • We may not have the monetary ability to establish national partnerships in the beginning • Our product might be difficult for certain end users to install themselves. • Our fan may not be large enough for some users. <i>For 512C</i>
<p>O Opportunities</p> <ul style="list-style-type: none"> • We can establish partnerships with dealerships since our competitors have not done so • Although there is competition in the market for devices like this the market is not saturated there is room for us to enter • Our product has a high enough price point to allow us to improve it in some ways without raising the cost of the next versions • We could partner with a national firm like Autosone to increase the sales of our product 	<p>T Threats</p> <ul style="list-style-type: none"> • There are multiple competitors that could pose a risk to our operations • We may have difficulty differentiating our product from others • Quality perception can be a major threat to our company. We do not want customers associating us with low quality.

Strengths

You should make all these less wordy, so they fit neatly on a PowerPoint presentation and are easily summarized and read by the audience.

There are multiple strengths that apply to our product. One of the significant market segments that we are targeting is the ^{parents?} children's and elderly markets. These two groups of individuals are a significant market segment because these disadvantaged individuals can become dehydrated easily. (Centers for Disease Control, "Heat Stress in Older Adults") Another strength that our product has is that it circulates air from outside the car into the car. This process can help to cool the car down instead of just moving heated air around inside of a car

In addition to the possible medical problems that even short term exposure to high temperatures can cause for certain people, leaving one's vehicle out in direct sunlight can be the cause of significant damage to the upholstery, the dashboard, and can even cause cracks in

leather seats. (Toyota, *Will excessive sunlight damage my car.*) Our product can protect a car from damage by lowering the internal temperature of a car even when it is sitting out in direct sunlight.

Another strength that our product has is in its production. Based on the nature of our product, and on the components involved it will not be a significant difficulty to bring our product up to mass production standards.

Finally, the product is easy to maintain and inexpensive. All of the parts are easily replaceable, and because of its low cost the end consumer can easily purchase a new one once the product reaches its end of life. This is a significant strength for our company; once customers get used to the benefits of our products they will not think twice about giving us their repeat business.

Weaknesses

The next phase of our SWOT analysis focuses on the weaknesses that face our organization. I along with upper management believe that these weaknesses can be overcome with the right planning and marketing. One of our significant disadvantages has to do with the fact that we are new to this market as a company, we believe however; that this weakness can be overcome by marketing our product against our competitors. According to Inc.com, there are many ways to enter a market, and much research that must be done before a company can succeed. I believe that our management is doing that research. (Stewart, *5-Step Primer to Entering New Markets*).

Right now, our company is only acquiring only \$150,000 in private funding. One major weakness is this approach is that it may not give us the funds that we need to expand nationally.

If this situation occurs we will target the warmest regions of the country first to offset this weakness and continue to expand operations from that point forward as additional funding comes in.

A third weakness of our product is installation itself. Our product uses air hoses which make it more difficult to install than some other solutions on the market. This is a weakness that is inherent in our product, but this weakness is required in order to receive the benefits associated with outside airflow. That being said we believe that the weaknesses created by this installation type will be more than offset by the benefits.

Opportunities

There are many opportunities out there for our company to take advantage of. We believe that with the right skills we will be prepared to leverage them when the time comes. One of the major opportunities that we can use to offset a weakness is partnering with a hardware store such as AutoZone. I have done research in how to begin working on a contract deal with a big box retailer, and Keep-It-Cool is more than capable of capitalizing on this opportunity. (Ward, *"How to Get Your Products into the Big Box Retailers"*).

~~Based on the research done by my partners, I believe that the market for products like ours still has plenty of room in it.~~ We have competitors, but there are really no household names that deal in what we are trying to do, and if we market appropriately, there should be no major issue entering the market. Entering a market is based on multiple factors ^{fixed sentence} chief among those is market strategy, but Keep-It-Cool has developed a solid market strategy. (Stewart, *"5-Step Primer to Entering New Markets"*)

In some of the materials that my team has developed, we have hinted at possibly expanding and creating other versions of our products. ~~I believe that~~ ^{because of the mid-range price point that we have selected,} we may be able to create additional products in the same price range so that customers can see improvement in future versions without feeling like they are trapped on a price treadmill.

Threats

Our company faces some significant treats to both our product and our operations, but Keep-it-cool can manage these threats with both appropriate marketing and product development. ~~Based on the research of my partners,~~ ^{will} Keep-It-Cool ~~may~~ face the major threat of competition. We are not sure how our competitors will respond to a new product, and if they will attempt to impose any restrictions on us as a company. According to the Entrepreneur, "one of the best things a company can do for itself is to differentiate itself early." (White, "*How You Market Your Product Depends on Your Competition*") At Keep-it-Cool we believe that we have put in a company wide effort in making sure that our product serves a real need and is different from the competition. We believe that our differentiation efforts apply to the quality of our product as well. With our higher price point we can really focus on quality so that we alleviate ^{good} the threat of being associated with low quality providers by ensuring that our product meets high ranking quality standards.

In conclusion, Keep-It-Cool is more than capable of handling and threats or weaknesses that we encounter while marketing our new product. This SWOT analysis has shown us our weakness and threats, and even given some advice to others in management on how to deal with

them effectively. Based on the analysis above Keep-It-Cool is more than prepared to leverage our strengths and take advantage of our opportunity so that we can grow.

MARKETING STRATEGIES:

Define and Profile Target Market

Our core product will be highly standardized to facilitate economies of scale and will fill a multi-segment targeting role in which our product will be differentiated based on the consumer's vehicle type and means of attachment to their vehicle. The target market of our product, the Tropical Breeze car fan, will include consumers:

- That can operate a vehicle: Baby Boomers, Gen X and Gen Y
- Who have families with small children and are constantly on the go
- That live in locations that experience an average heat index of 72+ °F
- Motivated to buy for safety, comfort and presentation purposes
- Who enter and exit their vehicles frequently
- Who care about prolonging the interior of their vehicle

We also believe we can market our product to business consumers such as car dealerships and car rental facilities.

Demographically speaking, consumers of our product will vary in age from new drivers (young Millennials) to experienced drivers (Baby Boomers) and will be looking to keep their vehicle cool on a hot summer's day. The intersection of Generation X and Millennials (Generation Y) will be our largest target market segment. There are many reasons for this which we will discuss next.

Let's start with Generation X. Lamb describes Generation X as "people born between 1965 and 1978 - consists of fifty million U.S. consumers" (55). Lamb continues, Gen Xers are "members of a group entering their peak earning and spending years", "are in their child-rearing years", and "constitutes forty-five percent of households with children, making this generation a prime target for marketers promoting family-oriented products and services" such as our Tropical Breeze car fan (56). We feel that individuals from the Generation X age group will want to own our product because they are in the life cycle phase where they may be in a state of constant care for children. This "constant care for children" plays a very important role later in our discussion. To add to this Lamb suggests that Gen Xers are considered to be into "auto travel", adding to their already marketable features (141). Up next, we'll discuss Generation Y.

Lamb describes Generation Y as "people born between 1979 and 1994" (55). The Gen Y population consists of "seventy-seven million Gen Yers in the United States" (Lamb 55). Lamb goes on to say that "Millennials are experiencing two different stages of their life cycle" (55). According to Lamb "the youngest members of Gen Y, born in 1994, are just entering adulthood" (55). Lamb continues, "In contrast, the oldest Gen Yers, born in 1979, turned thirty-five years old in 2014. They have just started their careers and many have become parents for the first time, leading to dramatic life style changes. They care for their babies rather than go out, and they spend money on baby products" (55). With this information provided by Lamb, we can safely assert that Gen Yers can be a powerful driving force behind consuming a product like our Tropical Breeze car fan. As with Gen Xers, some of the older Gen Yers may be in a state of constant care for children and will be concerned for their welfare in the hot summer months. We also believe that Gen Yers will be attracted to our product because they are "tech-savvy", according to Lamb and will want some cool gadgetry that will keep their vehicles cool in the

summer months (55). To satisfy our final generational gap that can operate a vehicle and commit interest in our product, we'll discuss Baby Boomers next.

Lamb informs us that "There are approximately seventy-five million Baby Boomers (persons born between 1946 and 1964) in the United States" (56). Baby Boomers make an appearance on our list of target market because they still have substantial buying power even as they move into retirement. Lamb points out that Baby Boomers spend "disproportionally more money than any other age group" (56). Lamb continues "Boomers spend 1.8 trillion annually on food, cars, personal care and other personal products" which makes them a good target market (56). We believe that boomers will be interested in our product for several reasons. For starters, "research has found that boomers are willing to change brands and try new things, making them an ideal group – affluent, experienced, and flexible" (Lamb 56). We also believe that Baby Boomers may be grandparents to their Gen X or late Gen Y children who want to ensure their grandchildren's safety and wellbeing as well.

In an attempt to tie this all together and to shed light on where our product may have a huge impact in the life of Gen X and Y families with young children (this is the important role we discussed earlier) we can read recent news stories that tell of a growing trend where the articles say something like this: "Every summer, heartbreaking and preventable deaths happen when children are left alone in hot cars. More than 600 U.S. children have died that way since 1990, according to the nonprofit safety group Kids and Cars" (Mann, 2010). Mann's article goes on to say that "on a day that is just 72 degrees Fahrenheit, the temperature [inside a car] can increase by 30 to 40 degrees in an hour, and 70% of this increase occurs the first 30 minutes" (2010). Could our product have made a difference in the lives of the families who lost those

children to car heat? We believe so. Thus, we will market heavily to Gen X and Gen Y families that have children.

At the close of our demographic section, we conclude that our product is gender and ethnically neutral. What does this mean? We feel that our product will market well to both men and women as well as African American, Hispanic American, Asian American, Native American, Caucasian or any other Red Blooded American with a family who seeks a cooler vehicle in the summer months. We also believe that by offering our product at a reasonable price, we can serve a wide range of the income segments (lower to middle with some high income earners).

Moving on to our geographical outlook, we believe our product will find its way into the hands of Americans across the entire United States and beyond. Here's why. It is said in the article by Mann that an ambient temperature of just 72° Fahrenheit can cause a car's interior to rise 30 to 40 degrees within an hour, causing a dangerous condition to exist for children trapped in that car's heat. We relate that ambient temperature from Mann's article to historical Statewide Average Temperature Ranks data found of the NOAA website. While compiling the data at the NOAA website, we start with a 3 month timescale of the hottest months in summer: July, August and September. We then average those months back 10 years, and then we can then begin to see the picture that every state would approve the use of our product. This is because the State Average Temperature of every state in the U.S. easily tops that 72° F mark from Mann's article. The takeaways from this are that cars can become hot enough to harm people, the elderly and especially children, very rapidly and our product can help with that.

As for our benefits segment, we believe that any consumer of our product will enjoy the comfort of entering a cool car on an unbearably hot summer's day. We also believe that our

customers will see that our product will be used in a way that will bring about a safer environment for them. Their children and grandparents will see that as well and buy it for themselves and for their grandchildren. Looking at it from a different perspective, our product fits the stay at home moms and dads who run errands frequently category as well as the commuter who parks their vehicle in a hot parking lot all day while they attend to business in a nice air conditioned environment category. Our product can also benefit people who use their vehicle as their personal office space! Let's turn our attention now to the benefits sought by car dealerships and car rental businesses.

Car dealerships and car rental businesses will want to buy our product because we believe more people will want to sit behind the wheel of a vehicle if the cab of vehicle were cooler rather than hotter on a summer day. Consumers may also want to experience more vehicles on a particular dealer's lot if their vehicles were cooler than the car dealership next door. Thus, sales increase because people are able to experience more on their trip to the dealership.

From the perspective of our psychographic segmentation, our product must be aligned with the buying habits of consumer's personalities, motives and life styles. We believe we have the perfect mix of that. As for people with personalities who care greatly for their vehicle, for example: car enthusiasts who restore old vehicles, our product is perfect for them because they will seek out our product to prolong the life of their vehicle's interior, dash and seats. Families with children will be motivated to seek out our product to keep them and their children cool and safe. The motive for car dealerships and car rental business will be to increase sales in the summer months.

I prefer that you have individual headings for each section, like "Demographic Segmentation," "Benefits Sought Segmentation," etc.

No situational segmentation? It is ok if you don't think every type of segmentation is appropriate for your product, but at least mention each type and briefly explain why it is not good or why it is good for use with your product. You can specify which type(s) of segmentation you have chosen that you are going to use with your project and why that choice is the best for segmentation on the market. Basically, show me that you are thinking and know what each type of segmentation is, and then go with what you think is best.

MARKETING OBJECTIVES:

Although we have identified several different market segments, our initial strategy will be to concentrate on what we believe are the two largest relevant segments: 1) households with young children and 2) car owners who rely on their vehicle for work-related transportation, both categories geographically located in areas of the United States where temperatures regularly reach 72+ degrees F.

This could really be the summary paragraph for your segmentation/target market section.

As a startup company with limited resources and funds, we must maximize our return on investment. It is essential to create and maintain a company website as the customer contact point for information, purchases, complaints, and returns. Our product will be presented on the basis that we can help keep children safe by cooling the temperature inside a vehicle to a non-lethal range, while at the same time reminding consumers that children should never be left alone in a parked car. Our website will also target the second market segment by presenting the advantages of having a cooler vehicle to enter at the end of a workday after the vehicle has been sitting in the sun in the parking lot, or having a cooler vehicle atmosphere throughout the day while in the process of making multiple trips for sales calls, deliveries, shopping, etc.

We will also strive to achieve a 90% customer satisfaction rate from inception. This will be facilitated by requiring the entry of an e-mail address at the time of purchase and sending a follow-up email to customers 30 days after purchase. Customer comments will be monitored and answered, and refunds given as appropriate.

Our goal is to achieve sales of 2500 units within 12 months, with resulting net profit of \$75,000 as a secondary goal. Progress toward this sales goal will be reviewed each quarter, with efforts being directed to additional market segments as income allows.

Make a bulleted list of the objectives for easy access. You can re-use this list in your PowerPoint presentation.

make a bulleted list summarizing the objectives

Another goal is to expand our product line by three products in the first 12 months. They may be companion products to the Tropical Breeze unit, or related to customer comfort in some other way as complements our company mission. New product idea generation and development will begin immediately.

POSITIONING STATEMENT: *Need some improvement. A few single-sentence paragraphs is not ideal.*

The Tropical Breeze ventilation unit is the best way for safety-conscious parents to create a moderate vehicle temperature for transporting their children without attracting the attention of vehicle vandals.

If your vehicle serves as your second office, the Tropical Breeze ventilation unit will make the travel more comfortable in between air-conditioned destinations without leaving your vehicle open to unwelcome intruders.

For the commuter whose vehicle sits in the sun on a hot day, the Tropical Breeze ventilation unit will make re-entry more comfortable without attracting the attention of parking lot vandals.

Are the citations done consistently throughout the paper?

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