Promoting CarP, through marketing Communication tools

Shahbaz Wali Khattak

Bachelor's thesis
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Degree Programme in
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ABSTRACT

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This thesis was created for Finnpark about the particular product known as CarP. Locating a vacant car parking during the rush hours is really stressful, it consumes both, time and fuel. To overcome this issue, the futuristic approach is made by Finnpark and came up with the application known as CarP which helps the user in locating and guiding towards the parking slot via web or smart phone interface. The impact of this technological solution will be both, social (saving time) and Eco friendly (saving fuel).

Low visibility is the main problem keeping away CarP from being a successful product/ service. The objective of the thesis is to identify the effective medium and tools in order to increase brand awareness and visibility of CarP among potential customers. In this regard many concepts have been explained, the product itself doesn't exist physically, and that's why the concept of market for non physical goods was also considered necessary to be explained.

The thesis was carried out to find the best possible marketing channels and promotional tools to make the product more visible (Promotional Planning). Mainly secondary resources, such as publications and articles, published and written by different authors in the similar field, were studied. The concept of smart applications is relatively new as compare to physical goods, so it was difficult to implement usual marketing concepts as a whole in this case.

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Marketing communication tools, Smart Device Application, Promotional Research

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1   INTRODUCTION

This thesis is commissioned by Finnpark Oy. Finnpark Oy is a leading name in offering Parking solutions, which already own a huge setup of state of the art parking facilities throughout Finland. Now Finnpark decided to take one step further towards its users and offer them solution on their fingertips by introducing a new smart device application known as CarP, which helps in finding suitable parking spot for its users.

The focus of this thesis is to find ways to reach not only the local consumers but also international consumers (Tourists) who may benefit from this application.

1.1   Aims of the thesis

The aims of this thesis are split into two different but much intertwined categories. The general aim was to familiarize with the concept of smart device Applications and from where it can be obtained; and then to describe the methods or a marketing strategy for a specific product known as CarP. Overall goal is to generate brand awareness and visibility of ''CarP'' among potential customers. Car P is a new product in the market so it's still rather unknown. Low awareness is a major issue for Finnpark at this point. This thesis is commissioned by Finnpark Oy.

1.2   Research questions

The research questions are firmly related to the promotion of CarP. For the purpose of this thesis, the research does not cover any financial aspects of the marketing plan or of the product.

- What is smart device application (CarP)? How to identify and solve the issues of product/ service visibility?
- What marketing tools can be utilized to make CarP more visible, among local users and tourists (Promotion of the product)?

1.3   **Methodology**

This thesis was implemented mainly to offer possible solutions, that how CarP can be made more visible and to attract potential users. CarP is a product and service which doesn't require a physical market. It was necessary to explain the difference between physical and non physical market. Mainly, the focus was on non physical market / platforms because of its relevance to the product. Research method used in this thesis is known as secondary research or also known as desk research. Desk research means, for instance, reading already published materials, statistics, and in this particular case, materials related to the similar kind of products.

Desk research was suitable for this research because the product is digital by existence. General information about the product, provided by the company was thoroughly studied; product was also tested several times in order to have a better understanding about it. Research work (thesis) done by other authors in the same field (mostly marketing planning, product marketing, E- Marketing) were considered to carry on the process. Books related to the respective topics (Marketing tools, marketing concepts) were also studied during the research period.

2 THEORITICAL FRAMEWORK

As stated earlier the study is solely focused on the promotion of Product CarP. When considering the nature of the research questions in this thesis; it became evident that the nature of the questions is exploratory. Experimental methods did not seem ideal, since, many concepts and variables would have been impossible to calculate. This chapter is broken down to three parts; first part defines the difference and types of markets. The second part explains marketing and its types, and the third part includes the explanations of the important marketing tools which are used for attracting and sustaining new and existing customers. Overall this entire chapter analyzes some important marketing concepts and promotional techniques, considered to be useful to understand before going through the actual marketing plan.

2.1 Market (physical market) vs. Internet Market (non physical market)

Since, this thesis is about the product which doesn't require any physical market, thus, it's better to have the full understanding between the Market (Physical) and Online Market or Non physical market (internet Market). This understating can be achieved by explaining the differences between markets, with examples.

However, mainly focus will be on the Non Physical market because the concept itself is new in comparison, and it is also related to the product.

2.1.1 Market

As per Oxford dictionary the term Market is defined as ''a regular gathering of people for the purchase and sale of provisions, livestock, and other commodities in an area of arena''.

Market actually refers to where consumers can browse around and actually see and touch the products physically, such as; local public markets, farmers markets, street markets, flea markets, shopping centers and shopping malls, etc.

2.1.2   **Non physical market (Virtual Markets)**

Non-physical market refers to E-Commerce in general. Online market, Internet market, digital Market etc are some terms related to E-Commerce. E-commerce is a vast field and requires whole new chapters, however in this chapter; concepts will be defined that are strictly related to the topic.

Anita Rosen defines E-Commerce in her book ''Electronic Commerce, or e-commerce covers the range of online business activities for products and services both business to business and business to consumers, through internet.'' (The E-Commerce Question and Answers Book).

E-commerce is processed by using a range of applications, such as email, online catalogs and shopping carts, Electronic Data Interchange, and Web services. The benefits of e-commerce contain its easy and speedy round the clock availability and access, a variety of goods and services, and international reach.

In this context non-physical market could be defined as an electronic platform where consumers can buy, sell or exchanges goods or services by using internet through computers or mobile devices. In such markets, buyers purchase goods and services through internet and buyers and sellers do not meet or interact physically, instead the transaction is done through internet. Examples – Amazon, eBay, Alibaba etc.

Though the concept of internet market is not that old; Table 2-1 shows, it's expanding rapidly because of the growing number of internet users. According to Internet world statistics, in 1995 an estimated number of people using the Internet were 16 million worldwide (0.4% of the world's population) and in 2014 the number of users rose to 3.07 Billions, which is the 42.4 % of the total world population and it's continuously growing day by day. This shows how big this trend is becoming.

Table 2-1: Internet user statistics (http://www.internetworldstats.com/emarketing.htm)

Date	Number of Users (Million)	World Population (%)
December, 1995	16	0.4
December, 2000	361	5.8
December, 2005	1,018	15.7
September, 2010	1,971	28.8
December, 2011	2,267	32.7
December, 2012	2,497	35.7
March, 2014 (estimate)	3,079	42.4

Internet market can equally provide services to both, physical and non physical markets. It can serve as platform for selling, buying, exchanging, products and services that exist physically and also serve as a platform for services that exist virtually (software's, video games, mobile applications etc).

Internet market can function just like physical market, for example in Figure 2-1, consumers can buy and sell daily household items such as clothes, grocery, electronic devices and almost every product that is sold in the physical market, the difference is, consumers, deal with the seller/buyer or manufacturer through an electronic platform using the internet through a process which may vary from company to company.
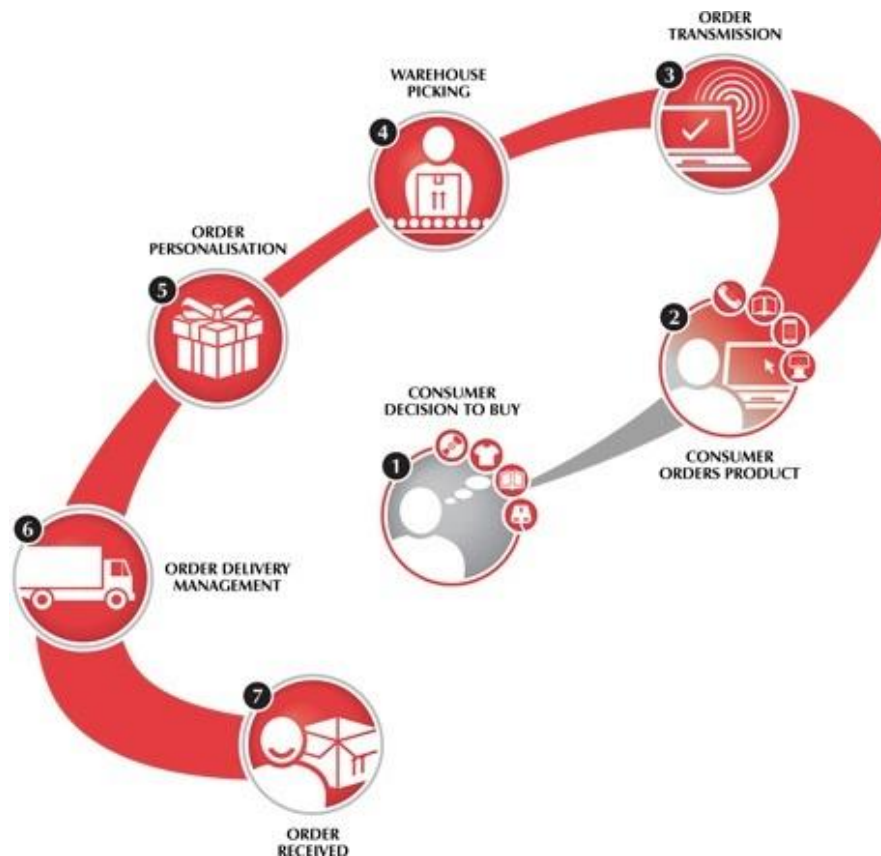
Figure 2-1: Online buying cycle

2.1.3 Application market place

The subject of the thesis is an application (virtual product/service) that can be used only on digital devices (smart phones, tablets) and can be downloaded from an application market place or also known as ''app store'' in general.

An application store (or app marketplace) is a type of digital distribution platform for mobile applications. Application stores typically take the form of an online store, where users can browse, view information, purchase and download different application software's according to their needs and, capability of their devices.

Many companies have usually their own application distribution platforms; some of the most popular platforms are showed in Figure 2-2;

Apple Store (iOS)
- Available apps: 1,300,00 +
- 75 Billions plus downloads (Sep, 2014)

Windows Store (Microsoft)
- Available apps: 150,000
- (March, 2014)

Google Play (Andriod)
- Available apps: 1,300,000 +
- 50 Billions plus downloads (July, 2014)

Figure 2-2: Online App Stores

2.2 What is marketing?

Marketing has been defined in numerous ways by several authors, in general the term marketing means ''advertising or promoting something''. However, now a day's mar-

keting has become much more of a social science and art both at the same time. In The Principles of Marketing, Philip Kotler (2011) defined that:

"Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others".

On July 2013, The American Marketing Association approved the new official definition of marketing, the definition reads:

"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

If the above definition is break down, it makes given points (Figure 2-3):

- Marketing is about creating and delivering customer value.
- Marketing is not only an exchange between buyers and sellers, but it also strengthens the bond between them or other parties (loyalty).
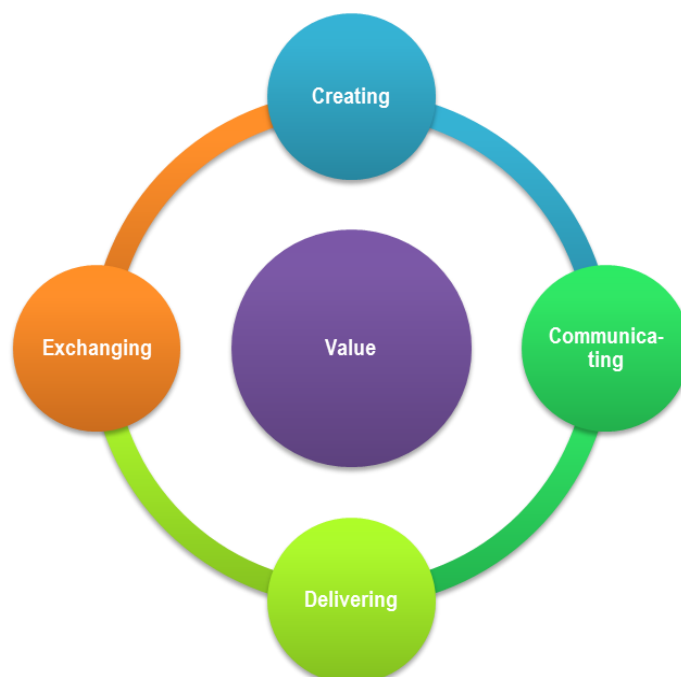
Figure 2-3: Marketing process by Kotler

Marketing captures every aspect of the company e.g., its suppliers, its customers etc. The processes involved include "creating, communicating, delivering, and exchanging offerings."

Now a day's marketing is considered as a vital part of any company's strategic planning and company's future are highly dependent on their marketing strength and strategy. Products are useless without any proper marketing strategy no matter how good they are. The best example could be given of Apple Inc, no doubt their products are good, but it was the marketing skills of Steve Jobs (Cofounder and Ex-CEO) that took the company to the whole new level. On the other hand, once pioneer of the mobile Industry ''Nokia'' failed to recognize the importance of modern day marketing, in result was left way behind by the competitors and eventually sold out.

2.3   Business to Business Marketing

The generally accepted term for the marketing of goods and services to organizations is business to business marketing. The key distinguishing feature of a business to business market is that the customer is an organization rather than an individual consumer. Products or services are marketed to other organizations such as e.g. corporations, government bodies, institutions etc instead of individual consumers. This way of marketing is time effective and also less costly. (Ross Brennan, Louise Canning & Raymond McDowell, 2011)

Every established business has their loyal community of customers and associated business networks. By targeting one business also means indirectly targeting their customers. By dealing with different businesses, a business can also track down the market trend and can know in advance where the market is heading towards, which gives indication about the needs and requirements in the future.

As compared to consumer marketing, the distribution channels are shorter and more direct in business marketing. In business marketing relationship is crucial as both buyer and seller are organizations. (Dweyer & Tanner, 2002)

The Web is a vital tool for the communication. The customer is able to track down Shipment information, access helpful information for the management and agree on terms fixed between buyer and seller. (Dweyer & Tanner, 2002)

2.4   Market Research

There is considerable debate over the term 'market research'; many marketers believe that the term 'marketing research' is more appropriate. Market research is usually considered to be research into customer needs, wants and preferences; marketing research is sometimes used to describe all research carried out for the purpose of supporting marketing decisions. Whichever term is used, market research is concerned with the disciplined collection and evaluation of specific data in order to help suppliers understand their customers' needs better. (Jim Blythe, 2005)

Marketing research is the systematic and objective identification, collection, analysis, dissemination, and use of information that is undertaken to improve decision making related to identifying and solving problems in marketing. (Malhotra, 2013)

Marketing research helps in finding and utilizing different possible ways to overcome the problems. It starts with defining a problem and research question. In any organization executives might want to highlight the problems related to possible markets, brand, company image or sales. It is showed in

Figure 2-4; there are two stages of marketing research. First one is problem identification, which analyzes and identifies potential challenges in the future that are not so visible. Second stage focuses on finding the solutions for the identified problem by collecting as much information as possible through different methods such as surveys, interviews or test groups. Collected data is analyzed thoroughly to highlight the possible challenge and to offer best possible solution to the research question. After identifying any such challenge, decision makers may take different approach to overcome the challenge by using suitable marketing tools such as e.g. Segmentation, pricing, promotion

and distribution. Last part is to present the results in a written report and describe all the above mentioned formally in a document form. (Malhotra, 2013)

Marketing Research

Problem Identification Research

Market share research
Branding and Image research
Forecasting and trends research
Marker potential and characteristics

Problem Solving Research

Segmentation research
Product research
Pricing research
Promotion research

Figure 2-4: Classification of marketing research

It is important to understand the other types of research carried out by marketers. Specifically the promotion research, because it is related to the topic of this thesis in the manner that it determines the suitable channels to promote CarP.

- Customer research

This type of research is planned to create statistics about markets and market segments; it provides necessary information about the consumer's behaviour, e.g. what they are inclined towards, what their motivations are, what they like to spend money on and what is their spending strength, and also the market trend. (Jim Blythe, 2005)

- Promotion research

Promotion research measures the success of promotions in terms of their objectives. This chapter is important in order to promote CarP, because, promotion research relies on careful planning of objectives about the suitability of the approach used in reaching a target audience. Promotion research is also useful for determining which channel should be used; since promotion in general, and advertising in particular, tends to be costly it is

important that the effort is not wasted on advertising in the wrong place. (Jim Blythe 101)

- Product research

This research is used to recognize new uses for existing services or products, or to identify needs for new products. Product research is also used to make the existing product or service more efficient by making necessary changes to it according to the demands or feedbacks of the consumers. (Jim Blythe, 2005)

- Distribution research

Distribution research is related to gather information about the efficient channel of distribution for a product or service; it can also affect the findings of consumer research, since the location of retail outlets will depend on where the target consumers live and on their habits. (Jim Blythe, 2005)

2.5 Raising awareness

Consumers, go through six phases (decision making process) before deciding to buy a product. It's logical that consumer must first be aware about the existence of the product. Taking into account, these phases are useful, before deciding on marketing communication objectives. When entering new markets or introducing new products, the first goal should be to raise awareness about the product, as potential consumers may not even be aware. Raising awareness can be achieved by using different marketing tools that are explained in chapter 2.6

As per Kotler & Armstrong (Principles of Marketing, 14th edition) the stages consumers normally pass through on their way to a purchase are given in Figure 2-5:

Figure 2-5: Buyer-readiness stages

2.6 Marketing communications and promotional tools

Marketing communication are the tools a company uses to deliver a range of promotional messages to its target markets. Businesses use a range of marketing communicational tools to promote their companies, their products and their services (The chartered Institute of marketing). Marketing communication's role is crucial in the introduction of a new product. Some examples of marketing communication tools include:

2.6.1 Brochures

Within the tourism and hospitality industry, brochures are standard communication tool. They are considered to be almost a necessity for destination areas and individual businesses or attractions. (Design of Destination and Attraction-Specific Brochures, Donald Getz, Lisa Sailor).

Wicks and Schuett (1991), based on research in Illinois, concluded that brochures may be the only form of paid promotion used however they are distributed in an undifferentiated manner, mostly aimed at the general public rather than target samples. The conclusion was based on 85 percent of their sample.

2.6.2 Personal selling and trade fairs

Personal selling is communication among company spokesperson and one or more potential clients (Keller, 2008). This communication option's benefit is comprehensive, modified messages to each consumer according to their interest. The sales staff can have a pitch for the product and work as a relationship builder between the brand and customer. Trade shows or trade fairs are commercial events used to launch or raise awareness of new products and also to examine market trends. For the exhibitors, the trade

fairs are an unparalleled opportunity to increase their sales and familiarity among customers, maintain their customer relationships, maintain their customer relationships, expand their cooperation network, and strengthen their company image through meeting customers individually. For the visitors, the events present an opportunity to make acquisitions, request for tenders, find out more information and compare the products of several suppliers under one roof. Trade fairs are a place where demand and supply meet, producing tangible results and serving all participants.

In B2B marketing combination of tradeshows and personal selling is very useful process to make customers aware of the new brand and product.

2.6.3   Advertisements

According to Kotler's, advertising is "any paid form of non-personal Presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor" (Principles of marketing 2011).

Now a day's virtually any medium can be used for advertising such as e.g. billboards, radio, cinema and television adverts, bus stops, magazines, newspapers, taxi doors, theaters, subway, train platforms, opening section of movies, streaming audio and video, posters, etc.

Advertising is at the front of delivering the appropriate information to consumers and future customers and to convince them that company's products or services are the best. It also helps in enhancing the image of the company and its products or services.

2.6.4   Website

A company's own website serves as one of the best tool to communicate with the customer. Websites are visited specifically by the users who are interested in knowing about a specific product or about the company itself. That helps in narrowing down the market segment. Company can advertise their product to the targeted market segment and can also, with the help of feedbacks, improve their products or services. Company

can also improve their visibility by affiliating their websites to similar or partner companies, and can also make their products more visible via search engine optimization (SEO).

Company's own website can also serve as a direct communication platform; users can get quotations or further information about any product or service by contacting them through company's website. Company's can also put information about their future products or change in their services or products.

2.6.5 Email marketing

Advertising and sending promotional or specific information through e-mails to existing or targeted consumers is a useful method, specifically in contacting B2B clients, because it moves the dialogue about business to a more personal environment the ''inbox''.

Email provides, one of the most direct line of communication that can be utilize for promotional and sales purposes, it's also incredibly cost-effective. Good email content can also help in strengthening the bond between corporate and its consumers.

2.6.6 Social media marketing

With the expansion of worldwide web and growing number of its users, Social media is becoming more influential day by day. Social media includes numerous numbers of platforms for different purposes e.g. social interaction sites, forums, online blogs, video sharing websites etc. Now a day's social media is considered one of the most powerful tools in marketing or advertising.

Social media costs a fraction of what conventional marketing does. Setting up and posting to Facebook pages, Twitter, Google+, LinkedIn, YouTube and others is completely free. Social media lets consumers find about the company or product and allows them to give feedback, how they're receiving the products or services. In return, companies can

interact with consumers more conveniently; and can also promote any upcoming products or services.

3 FINNPARK OY

3.1 Introduction

Finnpark is a parking services developer that has maintained and constructed parking facilities in Tampere for more than four decades and represents international top expertise in parking-related business activities. The Finnpark Group comprises the parent company Finnpark Ltd. and its subsidiary Finnpark Technics Ltd which provides technical solutions, installs equipment and systems and heads the technological product development. In addition, the Group includes Tulli Parkki Oy (Finnpark's shareholding 69.6%) and Kiinteistö Oy Pysäköintiveturi (Finnpark's shareholding 90.84%).

Finnpark manages over 11,100 parking spaces. In Tampere city, Finnpark manages approx 5000 indoor parking spaces including from single to multi level parking facilities and approx 4000 street side parking spaces, besides that, there are additional approx 1500 parking spaces managed by Finnpark, mainly, at Hospitals and universities. Most of the Indoor cars parking facilities are operational 24hours. Tampere city street side parking has been divided in to three parking zones and per hour price, ranges from as low as 80cents an hour to 3.20€ per hour depending upon the time and parking zones. Finnpark is also managing 24hours indoor parking facilities in two other cities, P-Torikeskus, Seinäjoki and P-Sampokeskus, Rovaniemi with 328 parking spaces at each location.

Overall the Group has over 40 years of experience in building, developing, and maintaining parking facilities and is also involved in developing parking management systems for over 20 years. Constantly developing its operations, the company is one of the leading names in parking technology in Finland and in Europe. The logo of the company can be seen in the Figure 3-1.

3-1: Finnpark Logo

3.2 **History**

The City of Tampere founded Tampereen Pysäköintitalo Oy in 1970, specifically, to solve future parking problems in the city center by building multi storey car parking garages.

In 1987, Tampereen Paikoitusvaruste Oy, also known as P-varuste, was established as the subsidiary company, to support the activities of the parent company. The line of business for P-varuste was to design and carry out various parking management systems.

In 2009, the company boards decided to officially adopt and implement new marketing names, Tampereen Pysäköintitalo Oy and Tampereen Paikoitusvaruste became Finnpark Ltd and Finnpark Technics Ltd respectively. The old names remained in the Group's ownership as auxiliary business names.

3.3 **Revenue**

Figure 3-2 shows the group generated a total of 23 058 153 € in revenues which was 18% more from the 2012 company's total turnover. The contribution of Finnpark Ltd was 19 263 421 €, generated mostly from parking and rental services which makes the 79% of the total turnover. Finnpark Technice Ltd share of the turnover was 392 707 €. The detail of revenue is relevant to the thesis in order to highlight the share contribution, generated by parking services.

The individual service contribution to the company's turnover is shown below in the chart:
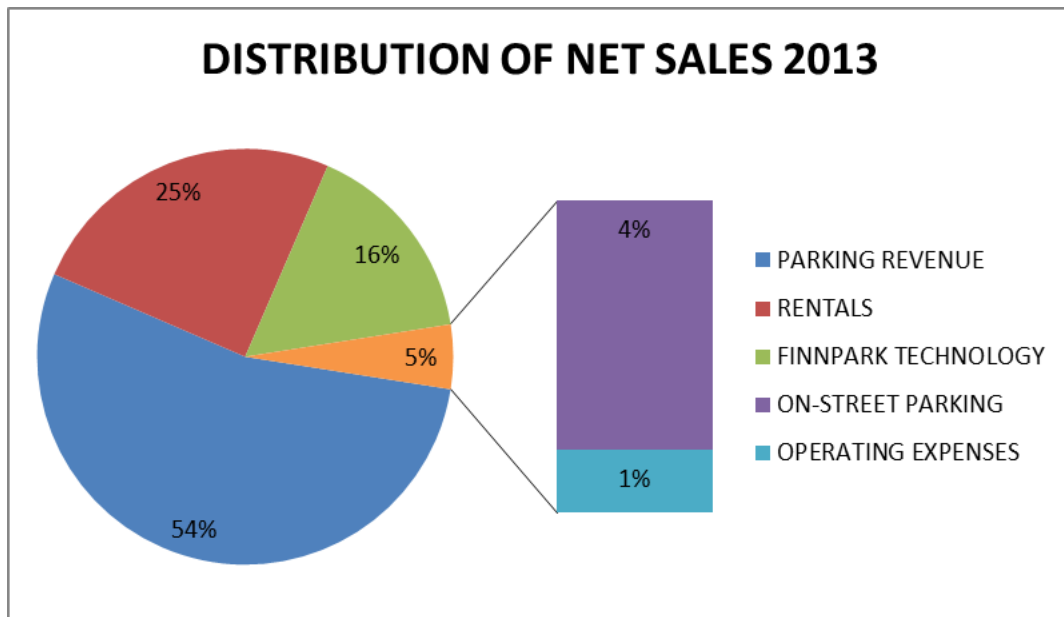
DISTRIBUTION OF NET SALES 2013

Figure 3-2: Distribution of NET sales 2013

In Figure 3-3 the growth of the company since 2006 is shown in terms of annual income.

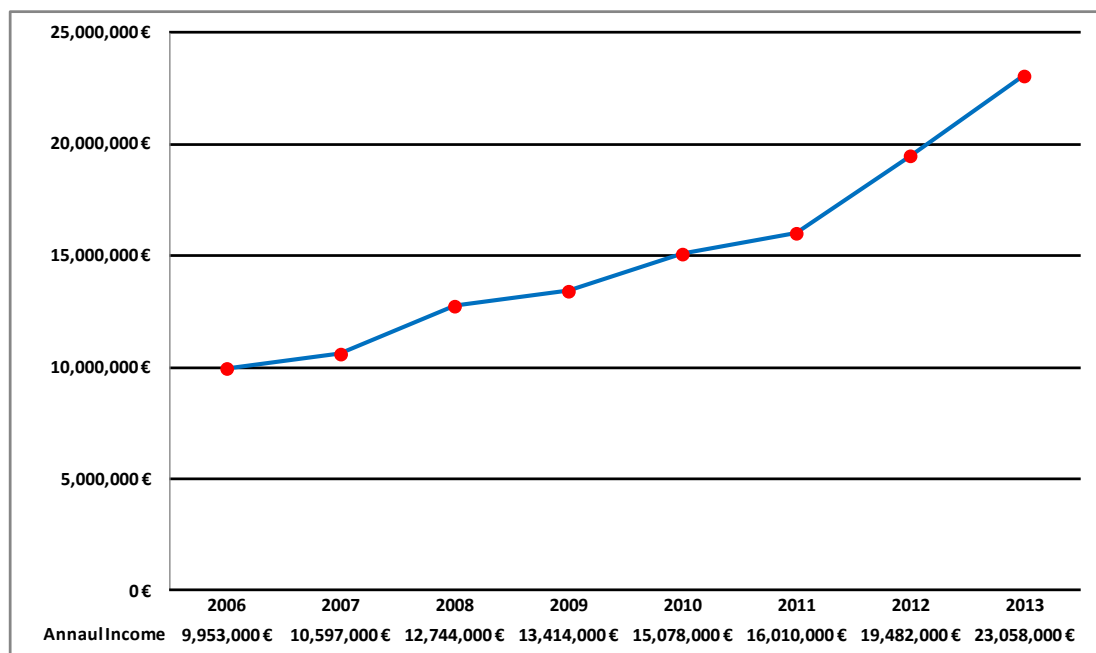|	2006	2007	2008	2009	2010	2011	2012	2013
Annaul Income	9,953,000€	10,597,000€	12,744,000€	13,414,000€	15,078,000€	16,010,000€	19,482,000€	23,058,000€

Figure 3-3: Finnpark annual income from 2006 – 2013

In the year 2014, company plans are to focus on increasing the revenue from the existing setup and also to expand the current operations by seeking any business opportunity related to the current setup. Parking revenue is expected to grow slightly in 2014, and

the profitability is expected to be good because of the opening and fully operational setup of award winning P- Hämppi in Tampere city.

3.4 **Awards**

European Parking Award The EPA Award 2013. Tampere Hämeenkatu located below the P-Hämppi reached the internationally prestigious award in the category of new parking facilities. The other finalists came from France, Italy and the Netherlands.

Pirkanmaa Regional Infrastructure Solutions 2012 Award.

4   CarP

4.1   Description

CarP is smart device (phones, tablets) application that helps you find the best place to park your car. It's a virtual product and service. CarP uses the navigation system in the driver's smart phone. This application is developed by ilogs (www.ilogs.com) exclusively for Finnpark. CarP lists and sets out to map parking lots in Finland. With the help of the application user is able to see the real-time occupancy of lots (if that data is available from the service provider), their distance from the user's current location, opening hours, fees, and services available in the parking place. In addition, user can use CarP to access additional services available in the parking lot like pre-booking, web shop, car washing.

4.2   Key features

With the help of this application user can narrow down their search results by applying different filters see Figure 4-1. User can look for the suitable parking location according to their needs. For example, if a user wants to park a large vehicle they can insert the width, height, length and weight of the vehicle and in response this application will guide user towards the parking location accordingly. Other available options are:

- Occupancy stats
- Public restrooms
- Video Surveillance
- Roofed
- Elevator
- Electric car charging
- Guidance system
- Disabled Parking spaces
- Woman Parking spaces
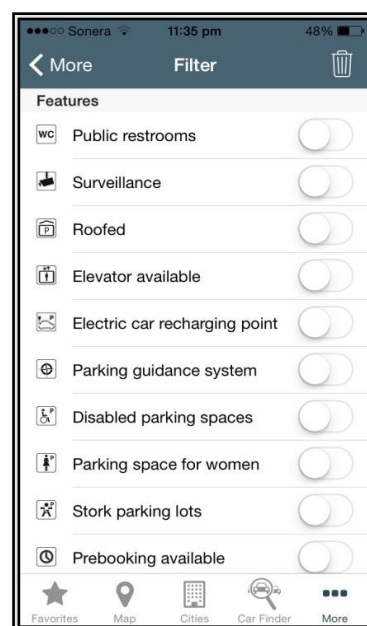- Pre booking
- Long term Parking

Figure 4-1: CarP filter

Once parked, user can save the car location with a single button press and even attach a photo to the entry. CarP can then navigate user way back when they wish to return to their car.

Application also provides the detailed information about each garage such as location (address), number of parking spaces (in some cases also shows the real time availability), timings, facilities, prices, Restrictions (height, length, width etc.) and customer support information.

4.3 Availability

This application was only available completely free of charge on **Android (Google Play)** and **iOS (Apple)** platforms. It was not available for the windows phone users at the time author was writing this thesis, because of lack of the supportive firmware of the application (software's compatibility issue).

4.4 Locations

Table 4-1 list the cities / Municipalities in Finland, where user can find parking places through this application are currently limited to 22 and are given below in alphabetical order along with the number of parking garages that are displayed on the application.

Table 4-1: List of Municipalities in Finland

Cities / Municipalities	Real time Parking (Availability)	Total Parking (Garages)
Espoo		21
Helsinki	1	57
Hämeenlinna	2	4
Joensuu		5
Jyväskyla	12	17
Kajaani		1
Kouvola		1
Kruunupyy		1
Kuopio		15
Lahti	3	8
Lappeenranta		9

Mikkeli		2
Oulu		13
Pirkkala		1
Pori	1	6
Porvoo		3
Rovaniemi	1	2
Seinäjoki	4	13
Tampere	14	81
Turku		20
Vaasa		9
Vantaa		14

4.5 **Demonstration**

CarP is specifically designed to be user friendly in every aspect. From installation to finding a car parking spot according to the user needs, it all just takes few basic steps. General use of this application is described and explained below with the help of figures. (NOTE: Screen shots are taken from iOS version of the application, android version experience may differ from the given Figure 4-2)
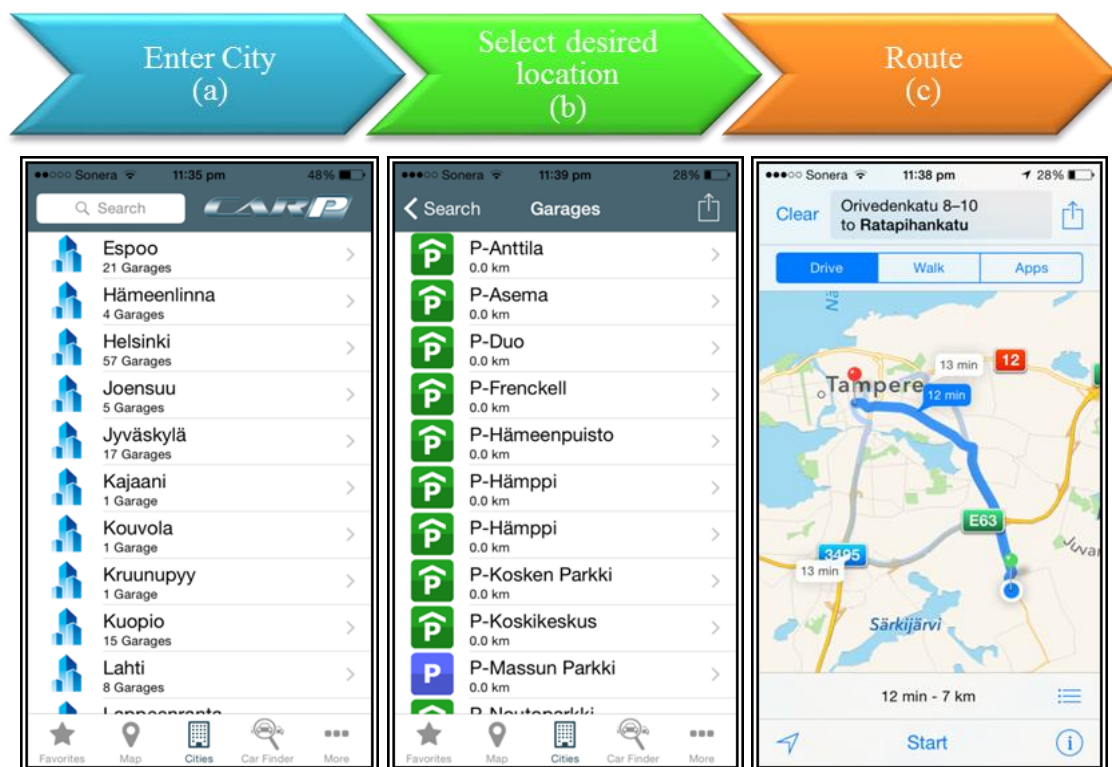

Figure 4-2: How to use the APP in three steps

After parking the car, user can also simply take the picture of the car and the location will be automatically saved on the application as shown in Figure 4-3. This will help the user who is unfamiliar with the place and can get back to the right place without any hassle.
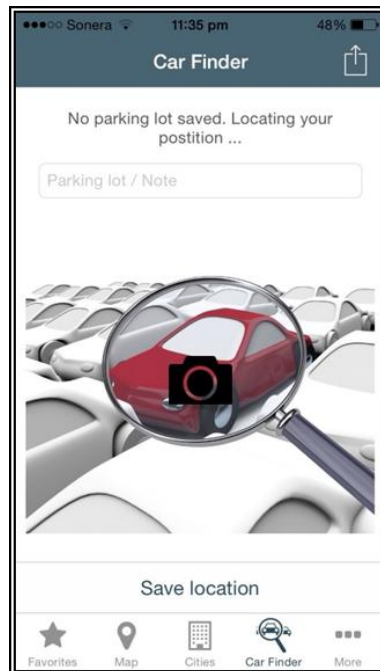

Figure 4-3: Car finder

User can also see the locations of all the available garages on the map at his desired location as as shown in Figure 4-4.
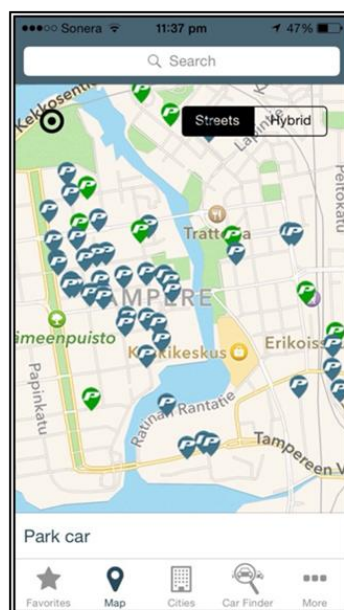

Figure 4-4: Available locations

User can click on each parking location to see the detailed information about the parking lot. User can also book a parking lot by following the procedure after clicking on the tab (Figure 4-5).
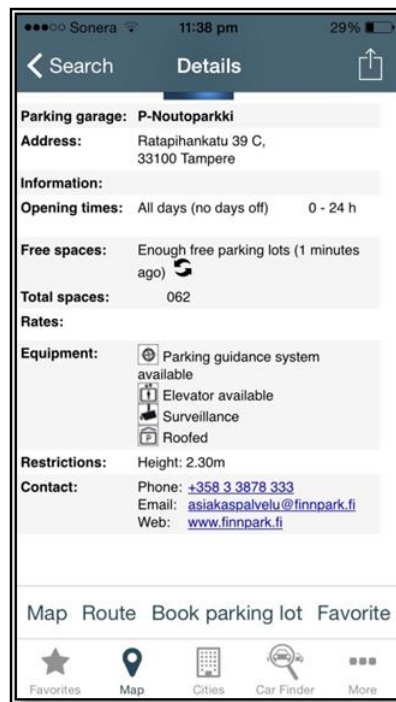
Figure 4-5: Detailed information of each car parking facility.

4.6   **Application Information (Technical)**

Version 1.0.1 was the latest version available at the time, author was in the writing process of this thesis, some technical information related to the application and its salient features are stated below.

CarP Version 1.0.1 (Android)

Total Size: 10.48MB

Permissions:

This application can access following information on the device:

- Approximate Location (Network based)
- Precise Location (GPS and Network based)
- Modify or delete the contents of your SD card.

- Find accounts on the device.

- Read Google service configuration

- Full Network access

- Google Play license check

- Receive data from Internet

- View network Connections

- Pair with Bluetooth devices

- Run at start-up

- Prevent phone from sleeping

- Test access to protected storage

5 Issues and the possible solutions to promote CarP

In this chapter the focus was on identifying the problem and to find possible solutions to promote CarP according to the concepts and theories mentioned in Chapter 2. Advantage to Finnpark and to this product is that, there are no competitors.

This chapter is divided in to four parts, in the first part problem is identified and the later parts are more focused on promoting the product with the help of marketing promotional and communicational tools mentioned in chapter 2 of this thesis.

Notably, as mentioned in chapter 2.4 (promotion research) our target market is pretty much narrowed down (Identified) to the owner or to the prospective customers who use vehicle for routine chores e.g. commuting or for shopping purposes etc.

5.1 Low visibility of CarP

Low visibility is the major problem of CarP. Potentials users are unaware about the existence of any such product / service. That problem was concluded after viewing statistics that shows how many times CarP has been downloaded on available platforms. Results were not good. Within whole year CarP was downloaded only 50 times on Android platform. (Google Play)

5.2 B2B Marketing of CarP

As mentioned in chapter 2.3 in this kind of marketing the distribution channels are shorter and are more direct. It is effective and less costly way to promote product or service.

There are large numbers of offices and businesses to which Finnpark is already offering parking services, and most of them are aware about the parking facilities, they are used by customers either occasionally or on daily basis. However, majority of the customers are not aware about the product CarP. Those businesses can be contacted and sent with the information about the product, voluntary, or in return of possible incentives e.g. free

or discounted parking tickets to the owners / employees of the contacted business. All they have to do is to spread awareness amongst their customers related to the product, and in case if someone wants to know more or needs any kind of further assistance, they can be redirected towards Finnapark. It will not only bring awareness among local users but also it will equally benefit the tourists.

Possible B2B solutions to make CarP visible is to contact local hotels, car rentals, Airport, train and bus stations, International companies (such as Microsoft, NSN etc) Event marketing companies, companies who arrange conferences and meeting events, shopping malls etc and ask them to keep the brochures and offer them to the consumers who might need it.

5.3 Promoting CarP, through marketing communication tools

As mentioned in chapter 2.6 marketing communication tools are vital in promoting or advertising any kind of product or service, especially, in case of new product it's necessary in certain ways to create awareness and grab the attention of potential customers. CarP is the product and service that exists virtually 4.1.1; however any platform can be utilized to spread awareness about the product.

5.3.1 Promoting CarP by using Brochures

Brochures with the detailed information about the product can also be distributed at specific locations, such as, parking facilities managed by Finnpark, airport parking, railway station parking.

5.3.2 CarP at trade fairs, concerts

Each year, there are number of trade fairs (professional, technological, cultural) and concerts are organized throughout in Finland, and particularly in Tampere. Finnpark can place CarP in such trade fairs where they can demonstrate its performance in front of

the live audience, the trade fairs can provide an unparalleled opportunity to increase the familiarity of CarP among customers.

Moreover, by providing free Wi-Fi spots at concerts, CarP could be advertised on the connectivity (configuration) page of the Wi-Fi with the download option from the particular store (depends upon the users device operating system).

5.3.3 Advertising CarP

As mention in chapter 2.6.3 now a day's advertising is the key to deliver information about the product to the costumers, advertising keeps the brand alive and as long as the brand or product is advertised the chances of future buyers/ users increases. For advertising virtually any platform can be used, incase of CarP, billboards and electronic screens at specific locations can be installed where it can be seen and read easily, an article, in a local newspapers (Amulehti, Ilta-sanomat, Iltalehti), magazines (particularly placing an ad in the newspapers and magazines which are related to buying or selling vehicles) about CarP can also grab the attention to many prospective customers. Well placed advertisement at gas stations can help in targeting the potential customers. Local radio stations can also be useful in raising the awareness by advertising the product during peak hours (Commuting hours).

5.3.4 Visibility of CarP on website

As stated in chapter 2.6.4 Company's website is crucial source to get the most authentic information about the company and the products /services offered by them. At the moment this product is not visible on company's own website. Since, the product is virtual 2.1.2 and doesn't need any physical platform, it necessary that it should be placed there, along with all the details, with the link redirected towards different virtual platforms 2.1.3 thus it will be easier for the users to select and download it from the market place suitable to their needs.

Finnpark can also partner or advertise links or information related to CarP on different websites, specifically website related to vehicles (buying, selling, renting), Driving schools, workshops etc.

5.3.5 Promoting CarP through emails

As stated in chapter 2.6.5 email marketing is one of the most direct and cost effective way of sending information. Finnpark can utilise this medium by sending detailed information related to CarP to different businesses, and individuals. Details can include user guide and benefits of using this product.

5.3.6 Promoting CarP via Social media

Social media is considered one of the most powerful tools in marketing 2.6.6 with the growing number of users it is not possible to neglect it completely. CarP can be placed on the company's social media pages or forums, encouraging users to try it and asks for their feedbacks in return. Social media can also help in following the trend. Creative content on social media can attract a large number of audiences, which can eventually lead them turning into consumers.

5.4 Possible ways to promote CarP among Tourists

This category is more important to be focused on. Finnpark has a huge state of the art setup of parking facilities as mentioned in chapter 3.1. CarP is one of the available solutions to ease the problem of parking by guiding its users towards the available parking spot according to their needs. CarP can be much helpful to the users who are unfamiliar with the location. This category focuses on prospective users, who are visiting Tampere (or different location, where Finnpark is offering their services) by vehicle, either from nearby cities or from far away. Tourists are always visiting for short time period, let it be a business trip or leisure, in either case they don't want to waste time and want to utilise their time as much as possible. It's always hard to find parking place when a person is unfamiliar with the location, CarP can truly serve them in this purpose, by mak-

ing it much easier for them to find a best parking spot according to their needs. This is good for the image of the city (parking friendly) and can also be considered as a small effort to keep the environment green (roaming around for parking, obviously means waste of resources).

In order to capture the attention of this market segment, it is necessary to think like a tourist. By thinking like a tourist means, how will tourist behave? For example, if a person is visiting some unfamiliar place, the first thing that person will do is to get information about that particular place. Different platforms are available for that purpose e.g. from internet to the tourism agencies. Now a day, the easiest and efficient way to get information is through internet. On internet person can get any kind of information related to that particular place (accommodation, transportation, restaurants, major attractions, rent a car services etc).

Now the focus should be on those platforms where user is getting this information from. In case of Tampere, there is an official website and its sole purpose is to promote tourism in Tampere and gives almost every necessary detail about Tampere city. (www.visittampere.fi) CarP should be visible on this platform.

However in the case of CarP not every tourist is a potential customer, because not everyone who is visiting is doing so by using a car, so the focus can be further narrowed down with the help of B2B marketing. In this regard B2B marketing of the CarP can produce efficient results as mentioned in chapter 6.2.

6 Conlcusion

As a conclusion it can be said that CarP is a product that can serve its users in true way. However there is always a room for further improvements, such as if a customer wants to book a parking lot in advance, the application leads you towards the company's web page which is in Finnish; it could be the problem for the users who have no command on Finnish language. Many features can be added to the existing application to make it more beneficent. At the moment internet connection is one of the requirements to run this application; it could also be the problem for international users who usually avoid using data over mobile device. There should be an option to use this application in of-fline mode. Of course then user has to compromise on the real time results but user can save parking locations (maps) In advance.

CarP is relatively new and different product so far of all the products Finnpark has launched, thus it will take some time to go main stream.

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Table 2.1 http://www.internetworldstats.com/emarketing.htm (Last accessed on 17th August 2015)

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iPhone 5S, iPhone 4S, iPad2

Data related to applications:

iOS App Market

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Apps store information. searchconsumerization.techtarget.com

Apps store information. businessdictionary.com

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Apps store information. education-portal.com

Apps store information. pcmag.com

iOS app downloads. techcrunch.com

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Microsoft app downloads. winbeta.org

List of Potential B2B clients:

Rent a Car companies with offices in Tampere region:
- Hertz (http://www.avis.fi/)
- Avis (http://www.avis.fi/)
- Scandia Rent (http://www.scandiarent.fi/)
- Budget (http://www.budget.fi/)
- Europcar (http://www.europcar.fi/)
- RentCentre Tampere Oy (http://www.rentcenter.net/)
- U. A Ollanketo (http://www.ollanketo.fi/)

Popular hotels in Tampere region:
- Omena Hotel Tampere II
- Solo Sokos Hotel Tammer
- Forenom Koski
- Cumulus Hotel Koskikatu
- Cumulus Hameenpuisto
- Original Sokos Hotel Ilves
- Norlandia Care Tampere Hotel
- Solo Sokos Hotel Torni Tampere
- Holiday Club Tampereen Kylpylä
- Dream Hotel Tampere
- Scandic Tampere City
- Cumulus Rautatienkatu
- Scandic Tampere Station
- Holiday Inn Tampere
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