

EXECUTIVE SUMMARY

This marketing plan will detail Virtual Diplomacy's launch of The Universal Passport, a new product for First and Business Class service in international long-haul airplane flights. It delivers language and culture training with the use of advanced sound and artificial intelligence technology. The product is aimed at business travelers and CEOs who need to enhance their language skills and know the appropriate cultural practices for conducting business in the country to which they are traveling. This customer segment is very selective of how they spend their time during an airplane flight.

Virtual Diplomacy's chief strength is that its chief officers, two linguists and an entrepreneur, have the technical and financial acumen to launch this unique product. Although the company is new to the mercurial airline industry, the projected increase of passengers in the next ten years means that airlines will be looking for new products to build customer allegiance. We believe that the Universal Passport can do just that. Virtual Diplomacy will use niche marketing to position the Universal Passport as the "deal closer" for international executives. We will promote the Universal Passport with direct sales to the six largest airline companies, advertising with in-flight magazines, and reviews in trade industry magazines. Using the latest wireless technology, Virtual Diplomacy will be able to distribute the product to each passenger seat and provide 24-hour customer support. Because the Universal Passport will have superior technology and features, we can justify a prestige pricing objective for the product. By skimming the top of the airline passenger market, Virtual Diplomacy will be able to recover its initial investment in a short amount of time and expand into secondary markets such as retail stores and corporate jets.



Virtual Diplomacy's *Universal Passport*

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Who is Virtual Diplomacy?

- A software company
- Based in San Francisco
- Enhancing global communication



Who do we serve?



Business & First Class sections of air transport

What do we offer? Universal Passport

Product

- ✓ 6 languages
- ✓ 4 language skills
- ✓ Country information
- ✓ Headset accessory

Service

- ✓ Website
- ✓ Installation of software
- ✓ Training manual
- ✓ 24-hour technical support

Product Strategy

- Features, Benefits, & Attributes
- Brand Positioning
- Competitive Advantage

Primary Market

- The Big 6 & their lounges
 - Air France
 - British Airways
 - American Airlines
 - Emirates Airline
 - Singapore Airlines
 - Qantas Airways

Why those airlines?

- Important profit growth
- Important fleet and extensive alliances
- Fly to over 160 countries
- Carry over 200 million passengers/year
- Strive to offer their best service to First & Business Classes
- Remain untapped by cultural/language software products

Secondary Markets

- Retail customers interested in learning language skills or learning about an other country
- Educational facilities (K-12)

SWOT Analysis

Strengths	Weaknesses
<input type="checkbox"/> Unique product with high quality <input type="checkbox"/> Highly Motivated management <input type="checkbox"/> Close proximity to suppliers	<input type="checkbox"/> Royalties on other technology <input type="checkbox"/> Overstretched management <input type="checkbox"/> First contract vital for growth
Opportunities	Threats
<input type="checkbox"/> Untapped lucrative market <input type="checkbox"/> Demand for elite services <input type="checkbox"/> Patents secure an edge in market	<input type="checkbox"/> Volatile industry <input type="checkbox"/> Emergence of competition <input type="checkbox"/> Other entertainment options

Goals

Financial

1. Secure contracts with some of the Big 6 airlines
2. Break even within 3 years
3. Increase profit margin from each year

Non-financial

1. Frequent updates
2. Install UP in other types of airplanes
3. Market a retail version of UP
4. Solid brand awareness
5. Strong relationship with customers and suppliers

Competitors

- **Transparent Language**
 - Offers 16 different languages
 - Each program includes 17 features
 - Price range: \$40-\$130
- **Rosetta Stone**
 - Offers 28 languages
 - Personal edition and on-line subscription
 - Price range: \$50-\$330 (free online demonstration)
- **Lonely Planet**
 - Travel guides and phrasebooks covering a wide range of destinations
 - Price range: \$22 guidebooks, \$8 phrasebook

Pricing Strategy

- **Price**
- **Objective**
- **Strategy**
- **Discount Policy**

Promotion

- Advertising
 - Industry Trade Magazines: *Avionics*, *Aviation Weekly* & *Space Technology*
- Direct Sales
 - Allows company to justify the price of the ticket
 - Benefits customers by making the flight more enjoyable
 - Boosts corporate sales

Distribution

Primary Market

- Direct to airlines
- Our technicians install



Secondary Market

- Amazing website with e-commerce capability
- Specialized wholesaler
- Catalogue sales & Direct mail