



Easy Life Co.

Preliminary Presentation

Easy Life Co.

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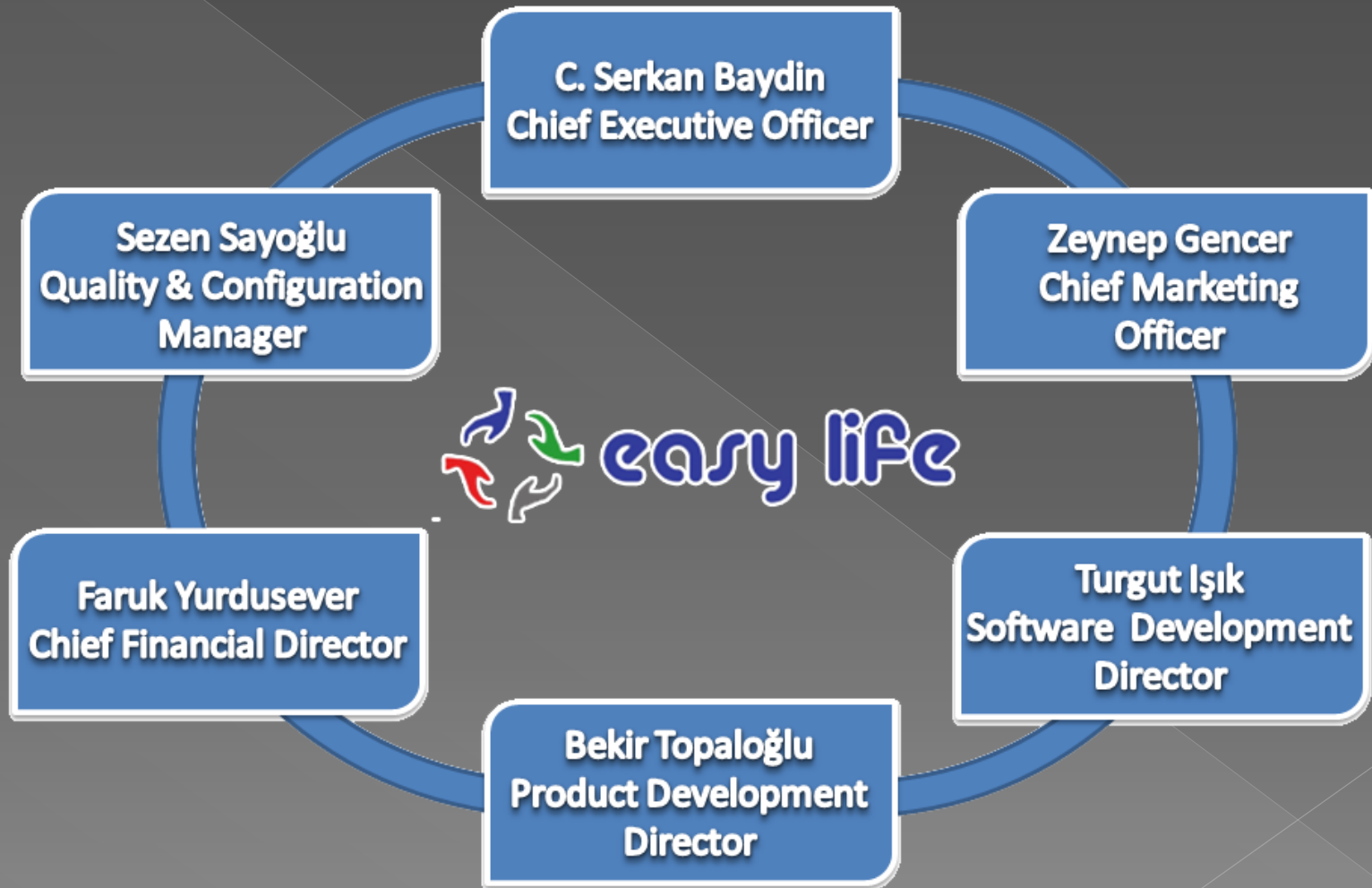
Company Profile

- Corporate Data
- Vision, Mission, Values
- Core Competencies
 - Innovative identity
 - Strategic alliances
 - Network of suppliers
 - Unique blend of backgrounds
 - Flexible organizational structure

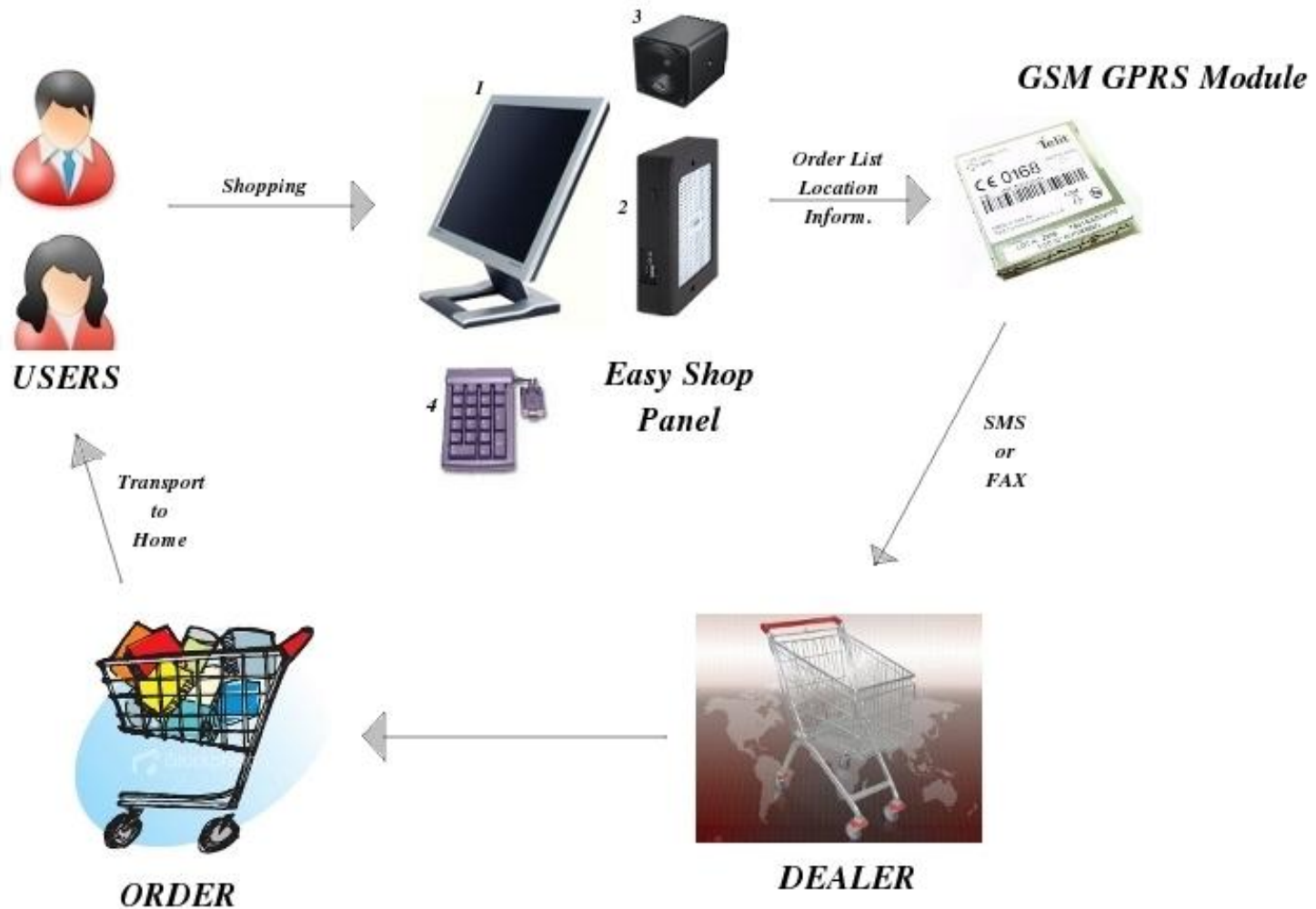
Corporate Culture

- Vision:
The vision of Easy Life Company is of a world where everyone has access to easier and faster solutions.
- Mission:
The mission of Easy Life Company is to provide fast and easy solutions to special needs of physically handicapped individuals

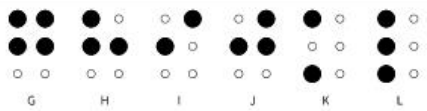
Organization and Management



Product Definition



Easy Life Panel



How Does It Look Like?



Production Definition

Physical Characteristics

Technical Properties of Easy Shop Panel	
Screen Wide	15" diagonal
Weight	6.5 kg (screen) + 3.4 kg (mini-pc) + 1kg (loudspeaker+numpad) = 10.9 kg
Screen Resolution	800x600 for best view
Response Time	10~15 ms
Total Dimension	40 cm x 30 cm x 45 cm (width – height – length)

Power Supply

Technical Properties of Easy Shop Panel	
Power Source	19V 3.4A DC
Power Consumption	90 W maks
Output Power for Loudspeaker	60~70 db

Production Definition

Environmental Characteristics
• <u>Functions properly between 10 ~ 50 C°</u>
• <u>Environmental friendly (does not cause electro-magnetic pollution)</u>
• <u>Does not need frequent renewal</u>

<u>Standarts</u>	<u>Definition</u>
ISO/IEC 24755:2007	<u>Screen icons and symbols for personal mobile communication devices</u>
ISO/TR 11548-1:2001 and ISO/TR 11548-2:2001	Communication aids for blind persons
ISO/IEC 14496-23:2008	Coding of audio-visual objects
ISO 9241-920:2009	Ergonomics of human-system interaction

Quality Function Deployment

Customer Requirements of WHATs	Importance Rating
Adaptability	3
Affordability	3
Convenience	2
Reliability	5
Customer Service	1
Service Variety	4

HOWs	Final Relative Score
Possible Applications	2
Fair Price	3
Business Alliances	1
Good warranty terms	4
New department-Outsourcing	5

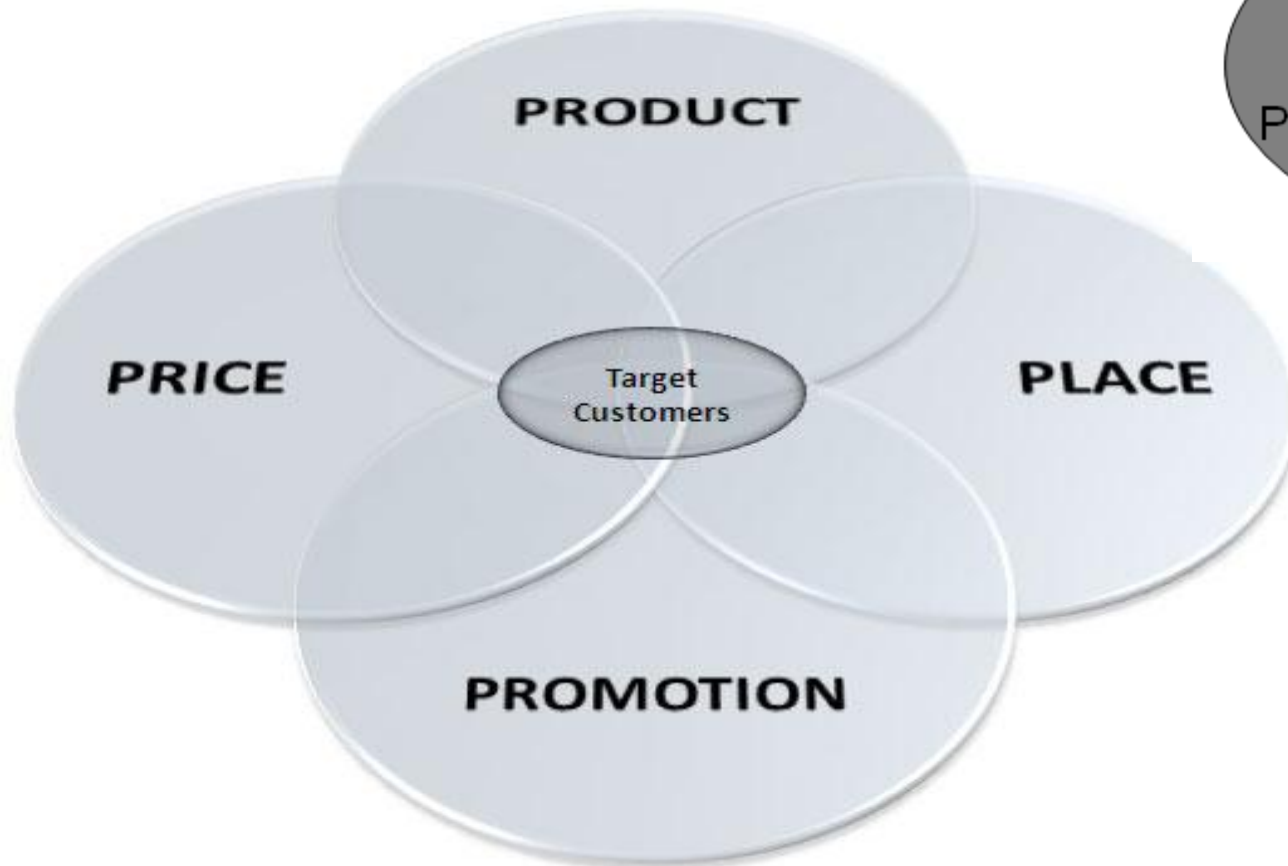
Competition Analysis

- Existing Competition
- Similar Products
- Future Competition
- Possible Applications

Local
Businesses

Retailer's
Order
Services

Marketing Strategies & Target Marketing



Handicapped People:
People with paraplegia
Physically disabled people
People who are housebound
Old people

Market Analysis

Percentage by total or regional population	Orthopedically, seeing, hearing and speaking disabled population	Chronic Illnesses	Old People (60-69 years old)	Total	Acc. To Expectations from organizations
TR	2.59% (0.5% seeing disabled, 500.000 people)	9.7%	37%	12.29% (8.500.000 people)	4.12%
Central Anatolia	2.6%	9.92%		12.52%	3.95%

People visited so far:

- Yıldıray Çınar-Association of working handicapped people
- Nilay Oğultürk-Çankaya Municipality Health and Education Management Disabled Unit
- Sena Ozel-Bilkent University Social Res. Department Disabled Unit
- Halit Kumtepe-Administration for Disabled People (Ozida)

Attended Seminars:

- Bilişim '09 by Informatics Associations of Turkey

Reasons to Choose This Business



REPUBLIC of TURKEY PRIME MINISTRY
ADMINISTRATION for DISABLED PEOPLE

Governmental supports and projects for disabled people

Law:

Law on Disabled People and on Making Amendments in Some Laws and Decree Laws

Law No : 5378

Date of Adoption: 1.7.2005

Date of Effect: 7.7.2005

Projects:

- 'Turkey without Barriers'

- 'Model Municipalities for barrier free physical environment'

- 'Deinstitutionalization and community living - outcomes and costs' (Collaboration with the EU)

Objectives:

- 'Providing solution to their problems regarding health, care and social security and the removal of the obstacles they face.'
- 'Ensuring citizens with disabilities lead an independent life without facing handicaps in daily life and provide them with services/products that give them freedom without the help of another person.'
- 'Facilitating the active inclusion of disabilities by promoting independent living in the community or in the family.'

SWOT Analysis

	Positive	Negative
Internal Factors	Strengths <ul style="list-style-type: none">-Unique product/service-High Differentiation-Customer relationship management-Management capabilities	Weaknesses <ul style="list-style-type: none">-Possible applications-Warranty and Standardization-Intellectual Property Rights-Sales Predictability-Service/product variety
External Factors	Opportunities <ul style="list-style-type: none">-Governmental supports-Technological advances-No competitors-Distribution channels-Business partners-Change in living conditions-Social responsibility aspect	Threats <ul style="list-style-type: none">-Future competitors-Technological advances-Suppliers-Distributors-Vital contracts and Business partners-Old Statistical Data

Conclusion

Reasons to prefer Easy Life:

- First Rider in the Market
- High Potential Market Share
- Social Responsibility Aspect
- Provides Solutions for adapt to the daily life dynamics



**thanks for your
listening!**