

# Business Studies

## Marketing project review



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# 1. Why “Stress Zero”? / 2. The purpose of the questionnaire

## 1. Why “Stress Zero”?

... We thought about the biggest factor that affects people’s life

... Assumed that stress is the greatest problem

... Predicted there’s a huge need of people to relieve stress and “Stress Zero” is a feasible product

## 2. The purpose of the questionnaire

... To find out the frequency of stress and the causes of stress

...To confirm if the majority of the people want to relieve stress even with discharge

### < 1st questionnaire >

The screenshot shows the first page of a questionnaire titled "< Questionnaire about stress >>". It includes a header with a logo and a date field. The main text reads: "This questionnaire is a survey to observe the city residents' stress condition. Please circle the best option." Below this are demographic questions: Gender (Male / Female), Age (10-19 / 20-29 / 30-39 / 40-49 / 50-59 / over 60), Occupation, Annual Income (under US\$2,000 / US\$2,000-40,000 / over US\$40,000), and City of Residence. The questionnaire consists of 16 numbered questions with multiple-choice options. Question 1 asks about symptoms of stress (e.g., tight head, headache, heart increase). Question 2 asks how often stress occurs (e.g., everyday, once per week, once per month, almost none). Question 3 asks where stress is felt (e.g., at home, in vehicles, in school/office, in public places). Question 4 asks who causes stress (e.g., family members, friends, teachers/boss). Question 5 asks what causes stress (e.g., results by word, difficult problems). Question 6 asks about side effects of stress (e.g., decreased concentration, irritability, headache). Question 7 asks how long stress lasts (e.g., 1 hour, 1 day, 1 week). Question 8 asks if stress-causing factors are the same (e.g., always the same, caused by same factors, different every time). Question 9 asks how much stress affects health and life (e.g., over 10%, 20%, under 10%). Question 10 asks how stress is relieved (e.g., sleep, music, food, talking to friends/family, exercise). Question 11 asks if a professional doctor can help (e.g., a lot, a little, none). Question 12 asks how much one would pay to relieve stress (e.g., \$1, \$2, \$10, \$50). The page ends with a "Thank you for your time." message and a logo.

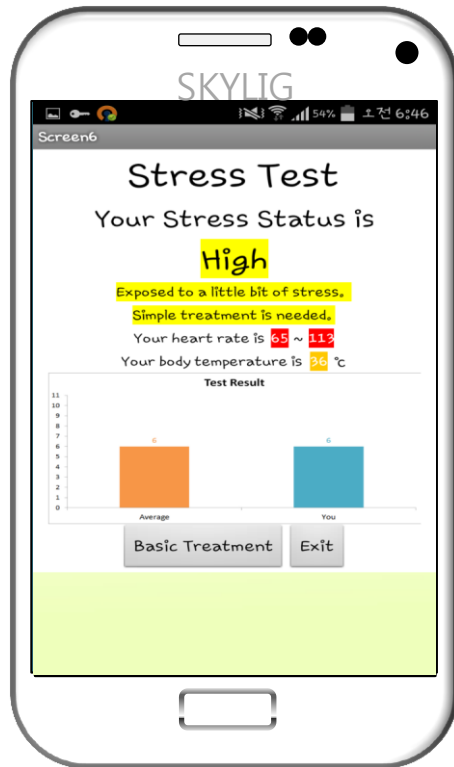
### < 2nd questionnaire >

The screenshot shows the second page of a questionnaire titled "< Questionnaire about stress >>". It includes a header with a logo and a date field. The main text reads: "This questionnaire is about the observation of methods for relieving stress. Please circle the best option." Below this are demographic questions: Gender (Male / Female), Age (10-19 / 20-29 / 30-39 / 40-49 / 50-59 / over 60), Occupation, Annual Income (under US\$2,000 / US\$2,000-40,000 / over US\$40,000), and City of Residence. The questionnaire consists of 10 numbered questions with multiple-choice options. Question 1 asks if an effective way to relieve stress would be attempted (e.g., actively attempt, after consideration, not by it). Question 2 asks which method is preferred when consulting a specialist (e.g., message, voice message, phone call, extra call). Question 3 asks what gender one would prefer to consult (e.g., same gender, different gender, depends on situation, doesn't matter). Question 4 asks if free music can help regulate condition (e.g., will listen, sometimes listen, not listen). Question 5 asks if an effective way to relieve stress would be introduced to friends (e.g., actively introduce, selectively introduce, not introduce). Question 6 asks what type of person one would want to advise (e.g., friend, superior, specialist, no one). Question 7 asks if one would share stress information with people who have the same type of stress (e.g., sharing helps to relieve stress, would prefer to keep it secret, doesn't matter). Question 8 asks which factor is most considered when consulting for stress (e.g., efficiency and professionalism, timeliness, convenience of time and location). Question 9 asks if one would use or hear of smart devices related to sports or health (e.g., used it before, heard it before, neither heard or used it). Question 10 asks how much one would pay a month for a smart method to relieve stress (e.g., \$51, \$510, \$520). The page ends with a "Thank you for your time." message and a logo.

### 3. The background of product development

- ... The product should provide people with convenient solutions
- ... It should also link to the most popular industry, smart devices
- ... Therefore we decided to develop an app which satisfies both categories, “Stress Zero”

#### < Smart device for detecting stress status >



#### < App “Stress Zero” >


Screen7 97% 오전 8:32

a positive mind is important.

### Effective ways to relieve stress


**1. Try to smile or laugh more**

Smiling and laughing strengthens your immune system by smiling and secreting a positive hormone. More and More smiling and laughing can relieve stress more efficiently.



**2. Do decent amount of exercis**

Decent amount of exercise makes you forget stress, calm your mind and stimulate your body to effectively reduce stress.

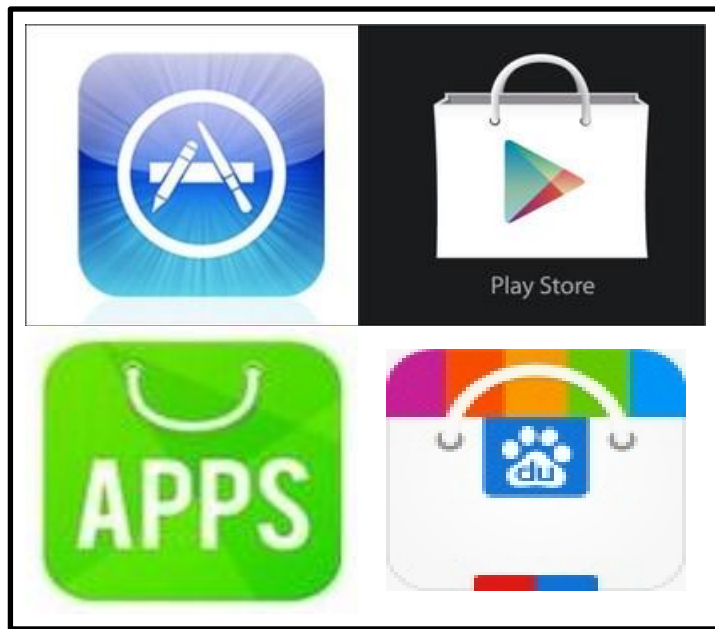


## 4-1. Marketing Strategy

... Will use online advertisement / service which are convenient and have the most extendibility

... Emotional marketing by creating a “Guardian angel”-like brand image

<App stores of smart device>



<Guardian angel>



## 4-2. Marketing Strategy

... Commercial :

Product description via cartoon animation comforts the customers and evokes their childhood memory

... Poster :

An image of a beach which symbolizes relaxation

< Commercial >




< Poster >

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# 5. Business feasibility

Pitch :

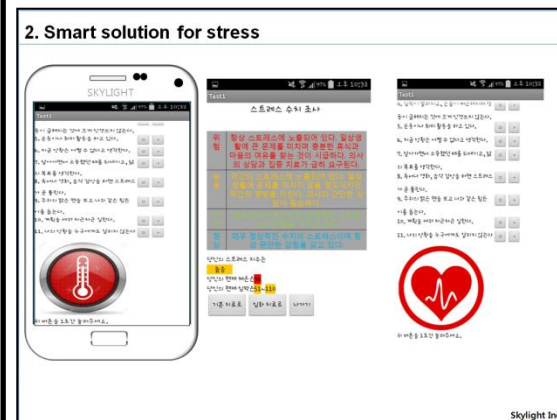
... Emphasizes the market needs of “Stress Zero”

... The product is very suitable for the current market trend which is IT and tertiary industry

... The prospect of market expandability and profitability is very bright due to the usage of smart devices and solutions

## < Presentation >

### 2. Smart solution for stress

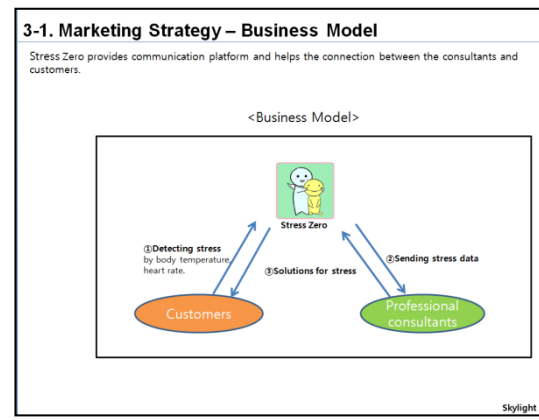


Skylight Inc.

### 3-1. Marketing Strategy – Business Model

Stress Zero provides communication platform and helps the connection between the consultants and customers.

<Business Model>

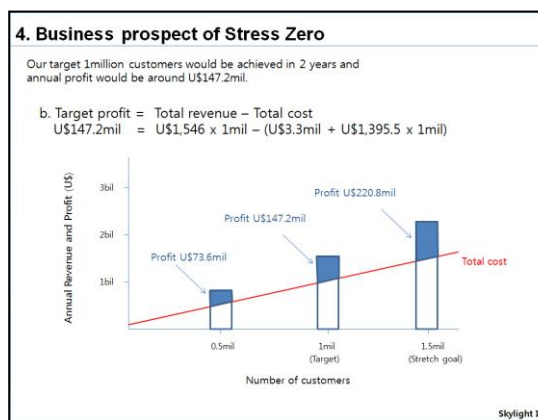


Skylight Inc.

### 4. Business prospect of Stress Zero

Our target 1million customers would be achieved in 2 years and annual profit would be around US\$147.2mil.

b. Target profit = Total revenue – Total cost  
 $US\$147.2\text{mil} = US\$1,546 \times 1\text{mil} - (US\$3.3\text{mil} + US\$1,395.5 \times 1\text{mil})$



Skylight Inc.