

Introduction of Function and Market Research About Magic Garden

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ABSTRACT

In this paper, our team has launched a product we designed: "Magic Garden". In this article, this work analyzed the availability of this product and the relevant information, and this work analyzed the literature we found and the content of questionnaire. After analyzing this set of data and positioned the market and competitive advantage for this product. In the article, this work also analyzes what benefits this product brings to customers and the problems this product has in sales. In general, this product should be placed in the middle and high-end market and the price is set at 500-1000 RMB.

Keywords: *Problem exist, Potential of the market, Introduction of product, The method of product, literature review*

1. INTRODUCTION

Since "Magic Garden" birth, has a rich religious meaning, a symbol of carefree life, a shelter for mankind to stay away from hardship. Trace back to the ancient time. The China had Garden Ming Garden and another appealing garden [1]. Also, the French had Paris de Versailles, and with the increase area used for developing the city, comes the shift notions for closing to nature, which raises the attention for this gardening products.[2] Under this circumstance, this product aim at helping the people close to nature in an efficient and convenient way. Intruding are the technology part and aesthetic part. Also, this work analyzes the feasibility and risks in the following paragraph. At the same time, this paper would talk about the distribution channel and competitiveness of this products. Moreover, as the living standard increase, people want to escape from the hustle and bustle lifestyle. In this situation, gardening products would relieve people from the burden pressure. Also, this work entitled this gardening products aesthetic meanings and technical progress. To some extent, the customers can feel the convenience that given by the technology. Unlike the flowers shop, this product could last for a long time, and fit in the decorations of the house better. Both private sector and public sector have interests about this product. If this product could add more greenery part in

the city and the housing, the happiness increases[3,4]. There are also several unsolved questions: the minimization of the cost and the methods allowing for the wider acceptance. The most highlighted point under this project was the transformation, endowing the gardens as commodities. And adding the value of aesthetic and utility. This project also pay attention to the social awareness and the government notice through the research making.

2. METHOD

2.1. Trend about domestic garden market

For one thing, there is a trend that gardening products dominates the market. It is of great significance to building ecological progress and a beautiful China. In order to promote the high-quality development of land greening, the State Council has the consent of the State Council. At the same time The State Council has set some policies about the greenery part. In this situation, the subsidy that government would provide. The police have indicated that the country need to increase city's greenery parts and leave more space for greenery products. Also, beside the highway and public park, plants and flowers need to fulfill. This product should take measures according to local conditions, suitable for

green, consider the carrying capacity of water resources, suitable Qiao, suitable irrigation, suitable grass, to build a healthy and stable ecosystem. This work will promote urban and rural greening in a frugal and pragmatic manner. Making full use of urban and rural abandoned land, corners, front and back houses and other green, promote three-dimensional greening, so that green. The work will strengthen the systematism and coordination of urban and rural green space, build a green way network, and realize the connection between urban and rural green space. The Garden will intensify the construction of urban and rural parks and form a park system with a reasonable layout [5,6].

2.2. Risk of Magic Garden

For another thing, there are some risks that this product is likely to face during operation. To start with, there is desirability risk that customers may show no direct interest in plants that is combined with modern technology. For most customers, they could purchase substitute products. For example, an alarm clock or electronic devices to get the information about time, temperature, humidity, and other intelligent controls. Trying to solve this problem and overcome the risk it brings, other selling points to attract the interest of customers is needed to be developed. As there are different provinces in China, and each has developed differentiated tradition and culture. This work can add some designs such as plants that are specialty in the area, and paint pictures of some local landmark buildings.

2.3. Feasibility Risk

In additional, there is a feasibility risk that this product is hard to deliver. the size of the product is small, and it is fragile, makes it easy to break, cannot last for a longtime. The method to deliver the product would be a problem, people need to treat the products carefully. Also, this product cannot be transported by a large amount each time, which is likely to generate high transportation cost and wastes a lot of time. As a result, it would cause dissatisfaction among customers because of long waiting time. To solve this problem, people need to use cheaper vehicles to deliver this product. Using electronic bikes is a suitable solution. As it can move through the city in a more convenient way, it will face less traffic jams than cars. As a result, time can be saved between each delivery [7].

2.4. Viability Risk

Finally, the product will not generate enough money to cover all the costs. The price level of this product is not low, so the main market segments are middle-classed and high-income customers. It is unaffordable for most of the customers in the market. Which cause a risk of low sales? To deal with this problem, people need to focus

more on promoting this product. Which would require us to use above-the line and below-the line promotion methods to establish better brand image to the customers. Building a brand culture is an important factor to stay in touch with the customers [7].

2.5. The price elasticity of demand for the Magic Garden

Additionally, from the research, could know that people devoid of interest to pay too much money. Therefore, this product should increase the price elasticity of demand for this product. Under this circumstance, this paper proposes two main parts: one is aesthetic; another is technological part. The former one this product proposes to construct the boxes into the shape that customers like. The latter one this product wants to add the PH value technology to maintain the health of the plants. At the same time, this product attempt to combine the irrigation part with the fertilizer part. Also, the customers could choose the flowers they like in different seasons, and they can alter the flowers that like. There are different themes of magic boxes that endowed the products with various meanings. For example, this product wants to devise a product that used to celebrate the marriage. Therefore, the higher price is worried. Every time they see this, the memories would flash in their mind [8].

2.6. The future about this product

As the value of a standard product is not competitive enough, people will not pay too much money on a standard product. The so-called standard product means that the product is only a completed and rigid product, which does not attract the attention of customers and brings them freshness. Therefore, assembling the mini gardens into different shapes make the product more interesting and more valuable. Once customers can assemble a garden like a piece of work of art, the connection between customer and product is closer. In addition, if customers can show their artwork through social media or internal official app, they will become more likely to recommend the gardens. In order to make customers into recommenders, this work must make effort on creating more series of products, building up communities for current customers, membership policy and credit policy to encourage customers to anticipate more activities after purchasing the gardens. "Magic gardens" will be more and more popular if it can be seen by different appearances in different ways [9].

3. SURVEY

Our group have some surveys about the products, allowing us to analyze this products and related survey results.

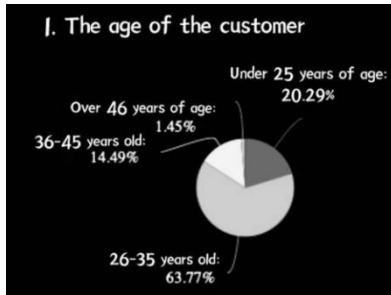


Figure 1 shows the age of the customer

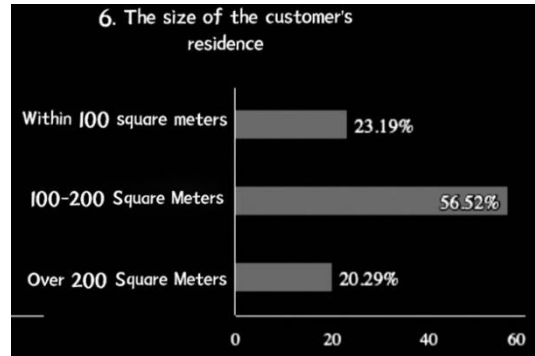


Figure 6 shows the size of the customer's residence

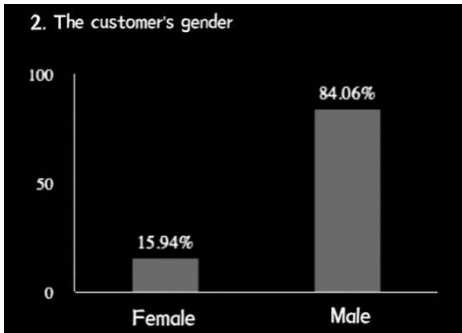


Figure 2 shows the customer's gender

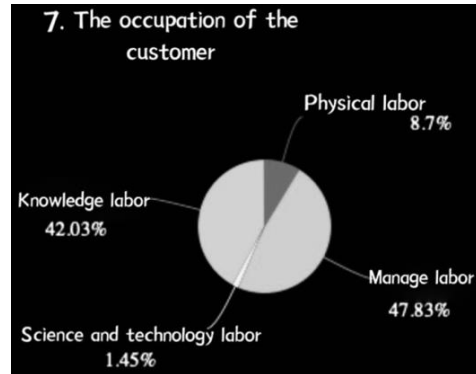


Figure 7 shows the occupation of the customer

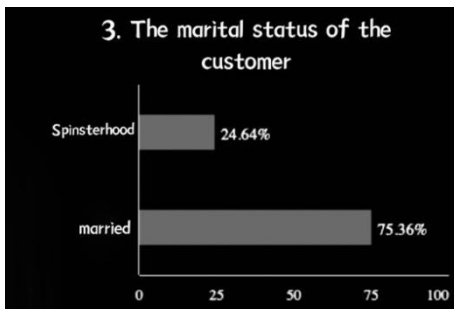


Figure 3 shows the marital status of customer

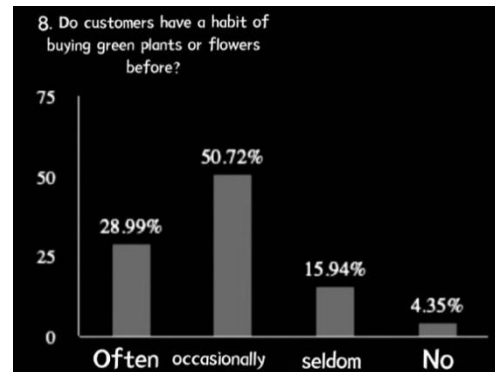


Figure 8 shows do customers have a habit of buying green plants before

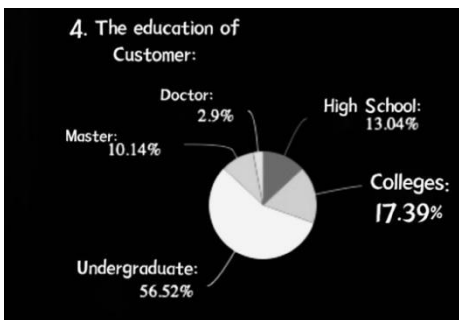


Figure 4 shows the education of customer

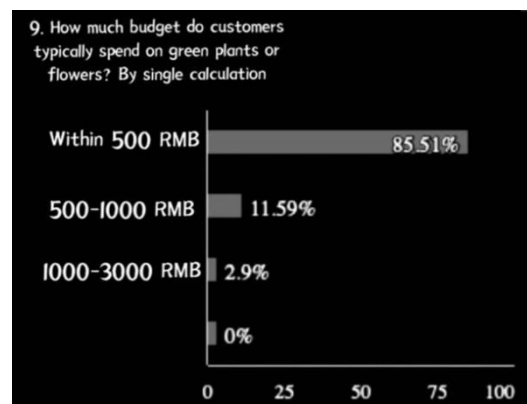


Figure 9 shows how much budget do customers typically spend on green plants or flower

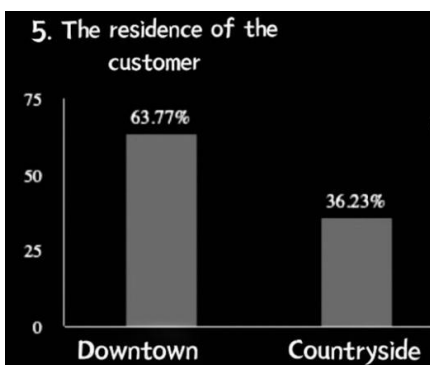


Figure 5 shows the resident of the customer

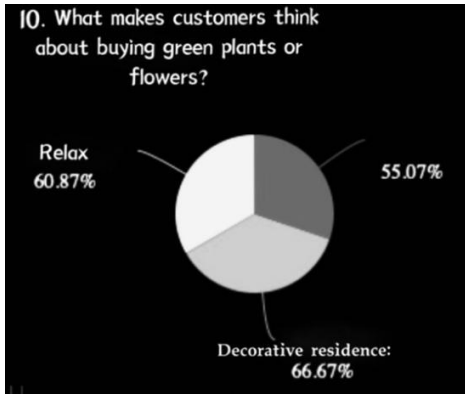


Figure 10 shows what makes customer think about buying green plants or flowers

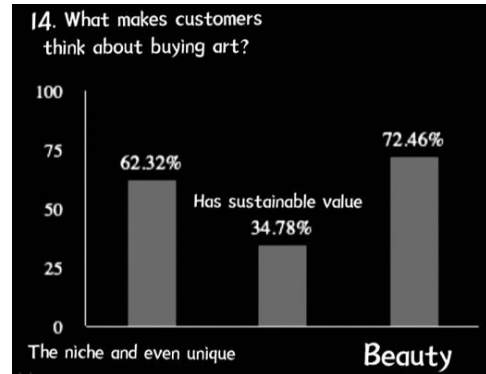


Figure 14 shows what makes customer think about buying art

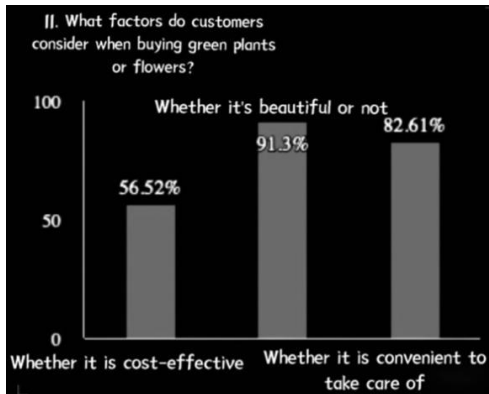


Figure 11 shows what factors do customers consider when buying green plants or flowers

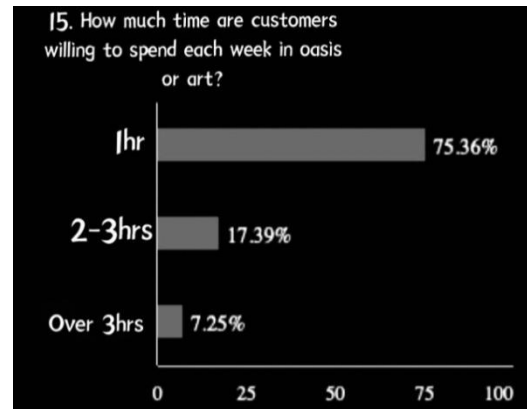


Figure 15 shows how much time are customers willing to spend each week in oasis.

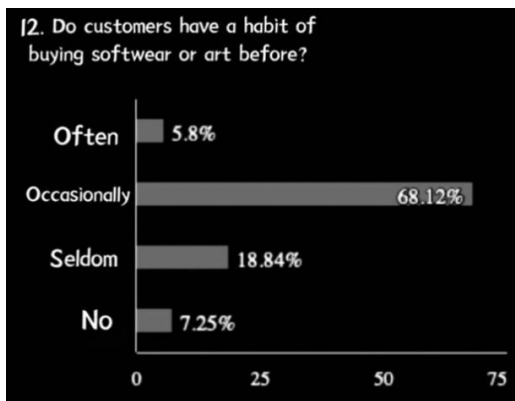


Figure 12 shows whether customers have a habit of buying software or art before

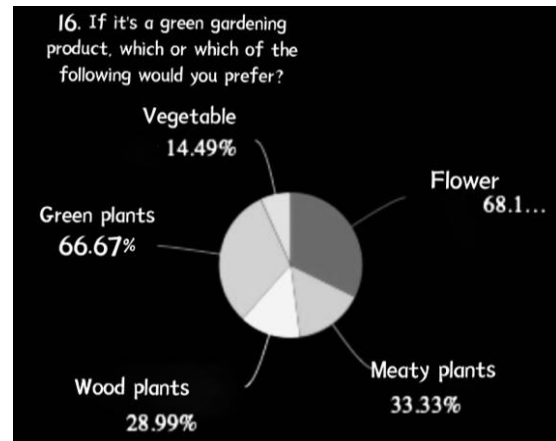


Figure 16 shows if it's a green garden product. Which or which of the following would you prefer

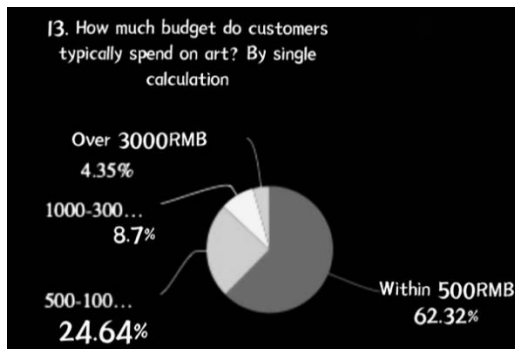


Figure 13 shows how much budget do customers typically spend on art

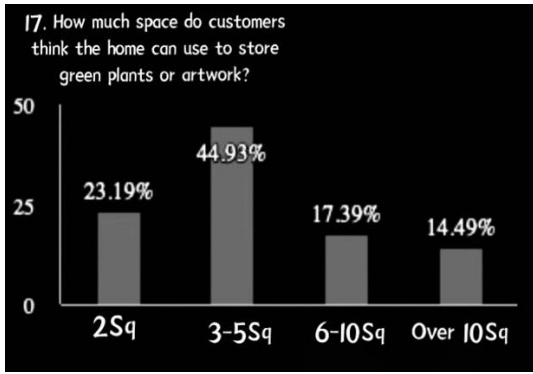


Figure 17 shows how much space do customers think the home can use to store green plants or artwork

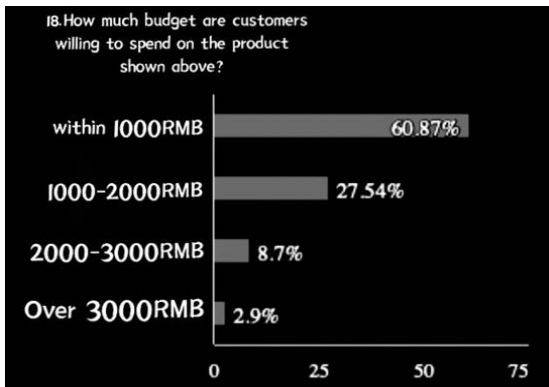


Figure 18 shows how much budget are customers willing to spend on the product

3.1. Customer base

First and foremost, about customer base. Figure 1, figure 2 and figure 3 shows 63.77 percent of customers' age is in the 26 to 35 age range, the remaining 36.23 percent were concentrated at age 25 or 36-45. And most of the interest in products is female and married which 75.36 percent of the data were occupied. In addition, as show in Figure 4, their academic qualifications are inclined to undergraduate degrees that is 56.52 percent of them and engaged in management and knowledge of the majority of people which were occupied 90 percent of the participants. Most importantly in the figure 6, 63.77 percent of the participants were concentrated in a 100-200 square meter house in the city center.

3.2. Past experiences of the customer

Furthermore, the second part of the questionnaire (Figure 7-17) is a survey of participants' past experiences with green plantings and artworks. Then, most people are occasionally willing to spend less than 500 yuan to buy some art or green plants that is 85.51 percent of all the people. There are three reasons why they buy something like this, first because personal preference drives them to buy it, and second, because the artwork or something else can help them decorate their home, and that's the most important thing. The third is to allow them to get a certain

release of their depressed mood. Thus, there are three things they'll consider when it comes to buying flowers and art. The first is whether the artwork is cost-effective. And more importantly, whether the artwork is beautiful or not is a matter of greatest concern to the public. The third concern of the customer is whether the artwork is convenient for him to take care of. Yet most of the time they are willing to spend a week on the art is one or two hours. In addition, surveys show that people generally tend to buy flowers and green plants, which are the most popular species. Most importantly, they think the flowers and products can be placed in an area of 3-5 square meters in their residence.

3.3. The ideal price of Magic Garden

Finally, the questionnaire shows seventy percent said they were interested in product, which helps them get into nature, decorate their home, and relax their personal mood. Besides, most people are more willing to spend 1000 yuan or less in this product, which is an ideal price point.

3.4. Conclusion from the survey

Based on this survey (as shown in Figure 18), our team decided to adjust both the price and the sales channel of products. This work reiterate that the market group of this product will be concentrated mainly in the 26-35 age group, and more carefully, people in this age group who are engaged in knowledge and management work, then there is no doubt that those who can do both types of work must have a high diploma. That said, this product should be more targeted at women and married people. Then the product should go to the middle and high end of the market because most of the people interested in this product live in 100-200 square meters of houses which is in the metropolitan. Due to 50.72 percent of customers buy flowers occasionally, this work should increase the efforts in the market to make these people feel very interested in product. Regarding the price, the price of products should be set between 500-1000 yuan, because 86 percent of people will only use 500 yuan to buy green plants or flowers. Then there is the design of product architecture, this product should try to improve the aesthetics of products to achieve the effect of attracting customers, so that they will because the product can give them the benefits of decorating the home and relaxing their personal mood. In addition, this product also wants to constantly improve the after-sales service of products, do our best to help customers maintain their personal interests, so that they will have confidence in this product. In addition, the overall design of this products should be mostly aesthetic, followed by after-sales service and the product itself convenient nature. Then there's its price, because the data show that most people don't care about the importance of the price compared to the first two. Then the variety of products

that product offer must be diverse, because everyone on the data has different opinions about breeding these green plant species.

4. CONCLUSION

In the work we know that as the development of the electronic products, people are lacking face to face social opportunities, also lacking opportunities to get close to nature. On the other hand, more and more people move to urban area where is lacking space to have gardens or area for planting, so there is market for mini gardens. "Magic garden" is easy to move and can be assembled into artworks. Our team also create intelligent alarm clocks both for temperature and humidity. As the results from the questionnaire show that people are eager to have a mini garden at home, but they are not likely to pay too much money on it, so the design and material of product will not too complex, Magic Garden team will invest on the app which can provide a link with customers. They can select and combine gardens online, they can discuss how to plant the garden well, and they can even exchange or make sales transactions via the official app. This app will help the company to manage customer relationship, customer data and the most important thing is that customers will have fun and find out that owning a special and customized mini garden is such an interesting thing. In the future, this product will pay more attention on researching and developing technologies to make this product more interesting, in order to attract more people. People don't lack of products now in the market, what they are looking for is something unique or special or with extra value that is different with standard products. So how to solve the basic problem and basic demand of a group of customers is just the beginning, companies should consider more about how to add more value to the products. We are confident there is a market space for our mini garden, but we also will work hard to improve the garden in order to make it better and more popular. This work is to explore how to find a balance between man and nature and how to address the lack of intimacy with nature. Of course, it is also to some extent to improve the city's green environment and the living standards of citizens. The main future development direction of this work is still to focus on urban greening construction, improve our after-sales service and product innovation [10].

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