**.** **Product or Service Description**

As consumers, there are an abundant amount of products to choose from. With that being said, I would like to propose a product that has never been seen before. I would like to bring automatic hydraulic jacks or AHJ into the market. The following will describe the product, the target market and potential problems solved.

AHJ is a product that can be mounted to any vehicle. AHJ will be located on the corner of each axel allowing the individual to change a tire without having to haul a traditional jack to change a tire. The installation process will be very easy. A power source from the vehicle battery will be used to operate. The AHJ system will include a switch that operates each tire individually. Part of the vehicles computer system will contain a smart chip that allows this function to only operate in the park position.

The target market for this product would be all individuals that own a vehicle. AHJ would advertise to all generations that are currently driving a vehicle. The advertising team would have to be very creative to ensure that all members of the target market are interested in this new technology.

AHJ will solve all of your flat-tire changing needs. The worries of changing a tire with a traditional jack are now over. Individuals will not have to worry about traditional jacks slipping and taking the risk of the vehicle falling on them. With the current jack system it is very dangerous to change a tire on a slope or steep grade. AHJ is part of the vehicle; one can change a tire at any grade.

With any new technology, there are risks involved. With the proper research and marketing, the AHJ will be successful. The need for a safe system already exists. With correct planning, vision and appealing to the targeted market, this invention will be the next big thing.

**II.** **SWOT Analysis**

In performing a SWOT analysis, the brand awareness is the primary objective for entering the targeted marketplace and sustaining the consumer interest long-term. By designing the SWOT analysis on the measure of accountability, the opportunity to bringing forth a synergy of resources honed on uplifting the strength of the product or service accordingly.

STRENGTHS

* Reduces time and costs
* The product in the car that warrants a flexible time on saving and abundance of monetary advancement for the owner both male and female.
* Convenience (Aim in thinking how consumers prefer an easier process than other competitors)
* Pricing (Aim in identifying how pricing affects the bottom-line at the company but as well as consumers prefer not spending as much, especially, a new product until all the features are proven worth the value.
* Market interest for sustainability (Aim in framing the identification of market dominance with a new product that very few or limited competitors have a chance in overcoming)

 WEAKNESSES

* Additional research to either fix or make better within the targeted marketplace.
* As in the case of AHJ, the current weaknesses could very well be in the communication model of the marketing initiatives geared towards introducing and sustaining the brand identity with the consumer.
* A new product for a car that the owner self-operation could lead to future lawsuits if an accident occurs without proper research testing.
* Relates towards an area yet to facilitate a solidifying aspect to prevent any competitor taking advantage of greatly.

OPPORTUNITIES

* Listing of potential growth of the brand product of AHJ is in to deciphering the most dominate way within a marketplace.
* The opportunities are within a framework of capitalizing the growing need to saving money on car repair or maintenance.
* Easy access for female demographics that are stranded in an area that help is too far away, thus, the packages deal with car insurance can increase the sales volume.
* Pricing is set affordable by either a low price point and payment plans
* Market dominance is prominent due to the only newest product of AHJ that can only promote more sales volume.

THREATS

* Potential competitors that can rephrase the brand marketing message.
* Competitors can market that AHJ is not safe and cost effective if operated incorrectly.
* Potential threats are in the areas yet to facilitate a strong standing to compensate for potential failures by car owners.
* The economy platform if not in balance and sustaining to the pricing points due to the extensive ongoing research will or should reach a conclusive outcome of business continuity.
* Political and legal environment is set towards making sure all regulations accounted for within that particular state governance by adjusting any warranties and disclosures.