

**Organizational Communication**

Session’s project – WINTER - 2016

“OLO 3D Printer”

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Date: April 15th, 2016

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**Table of Contents**

Description 3

Marketing 3

Buyer Objections 5

Resources 6

References 7

**OLO 3D Printer**

**Description**

OLO is the first 3D printer designed especially for smartphones. It works in many models of smartphones and it is available for Android, IOS, and Windows phone. The printer works with 4 AA batteries that are enough to print about 100 times and it is very easy to use.

Through OLO app, the customer can create an object or choose a ready sample in the gallery, and then connect the phone to the printer, fill it with the chosen resin, and wait the printer do the job. After that, the customer will just need to rinse the art in hot water. Depending of the size, it can take almost four hours to print, for example, an IPhone 6 can produce an object of 42 mm x 20 mm in 3 hours and 53 minutes.

The printer is small and light, what allow the customers to carry it wherever they want. Also, there are available many colors of resin, even metal or translucent, and it is possible to print hard and flexible objects.

For only $99 you can by the kit including the printer plus a white resin. You can let your imagination fly and create many decorative objects for you, or to give it as a gift for someone special.

**Marketing**

OLO 3D Printer is unique and revolution technology which influence 3D printer’s industry and will sell itself on their own. That is why the marketing support will not be big. We will use the following marketing channels:

1. Social Media:
* Facebook account,
* Instagram and Pinterest accounts,
* YouTube account.

It is important communicational channel, because it helps to understand your customers, their behavior and specific needs. Also, social media helps to find new audience. Using social media helps to receive feedback from the clients faster and improve product or service. With a help of social media, we can increase brand awareness.

1. Website:

Website is another important communicational channel. First of all, it shows how serious you are with your business, your clients and your partners. Web site is convenient tool to give all necessary information about your business, your product and yourself. Moreover, website is accessible 24/7/365.

On our website we will have:

* Engineering blog or forum, where clients will be able to read or to exchange the technical information about the product (how does it works, what is new, and different features)
* Store, where everyone will be able to order the OLO 3D Printer
* Gallery, where customers will be able to post their photo or time-lapse video of what they have print.
1. Participation in technological fairs and exhibitions. In 2016 we will participate in the following events:
* The GTEC Exhibition (<http://www.gtec.ca/ottawa/>)
* November 1-3, 2016 – Ottawa (Shaw Center)
* iTech 2016 (<http://www.itechconference.ca/>)
* April 18, 2016 – Montreal (Palais Des Congres)
* April 19, 2016 – Ottawa (Conference Center)
* May 12, 2016 – Toronto (International Center)
* October 3, 2016 – Edmonton (Shaw Conference Center)
* October 4, 2016 – Calgary (Telus Convention Center)
* October 6, 2016 – Vancouver (Vancouver Convention Center, East Building)

Participation in such events is important, because it help in promotion, marketing and publicity. Also, it is a wonderful way to tell your industry that your company is serious, reliable, and large enough to afford its own presence or even being part of a niche within your market. Moreover, it gives you great opportunities to learn which direction your industry is (and isn’t) going in.

1. Receiving a review from all authoritative magazines and people in the industry. People used to believe the leader’s opinion. Review from valid magazines and people will help to increase interest to your product among the target audience.
2. Negotiate with the biggest mobile stores about placing the stand with printer in the store. Each store customer will be able not only watch how the printer works, and try to print something, but also buy the printer in this store. (In the beginning there is no need to place the stand all over the world. Just on the biggest markets such as: U.S.A., Canada, China, Middle East, Russia, a couple of countries in Europe).

**Buyer Objections**

There are several objections that buyers can have regarding the OLO 3D Printer. As a new and uncommon technology, it is expected that customers would have many questions and concerns when it comes to this 3D printer. However, we will tackle these objections.

Valid:

Objection: The printer is incompatible with phones that have a curved screen, such as the Samsung Galaxy Edge.

How we will overcome it: We will overcome this objection by using the switch focus method, specifically the agree and neutralize strategy. With this method, we will agree to the objection but then direct the customer’s attention to the fact that the 3D printer is compatible with all other IOS, Android and Windows phone models. This will prove to the customer that the product is very compatible with a very large majority of cellphones that have flat screens. We will also mention that there is always room for improvement of the 3D printer and it will one day be fully compatible with curved screens.

Objection: The 3D printer only prints small objects.

How we will overcome it: We will overcome this by once again using the switch focus method, but answer the objection with a question as choice of strategy. We will ask the question, “do you really need to print something larger than what the OLO printer allows you to?” By asking this question, it will cause the customer to reflect on what they would use this product for and realize that they will not need to print very large objects.

Invalid:

Objection: The printer takes a long time to produce the object.

How we will overcome it: To overcome this objection we will use the offset method, specifically the boomerang strategy. To boomerang this objection, we will tell the buyer that by taking its time to print the object, this will guarantee that the printer is making a well-produced product. Therefore, this gives a reason to buy the 3D printer because it is certain that the object will be printed in good quality and will not be rushed.

Objection: There are not enough resin color options to choose from.

How we will overcome it: We will overcome this objection with the offset method by using the compensation or counterbalance strategy. While it is true that the OLO only offers 8 resin options, we will point out to the customer that the resins offered are a huge benefit of the printer. The resin options include a matte finish, shiny finish, hard material, flexible material and elastic material. Therefore, even though there are not a wide variety of colors to choose from, the many material and finish options are enough to compensate.

**Resources**

The main resources that needed for OLO 3D Printer are:

* Buying raw materials
* Utilities Expense
* Salary Expense
* Maintenance Expense
* Package Expense
* Rent of Warehouse
* Marketing and Promotion Expense

**References**

1. Kick Starter, “OLO the First Ever Smartphone 3D Printer”, April 10th, 2016

<https://www.kickstarter.com/projects/olo3d/olo-the-first-ever-smartphone-3d-printer?ref=category_popular>