Sales and Communication

410-DG4-AS Group: 08290

Final Project

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**Situation and Product Introduction:**

 The main goal of this project is to analyze the different aspects of sales and communication and how to make a revolutionary product successful. In this project, I described the features and specifications, benefits and advantages of a female android which would lead to multiple benefits, value and a more futuristic look in a hotel. Hel is a “realistic life-size female android” that represent the latest technology. This robot produced by an advanced Hi-technology company, it is capable to do almost everything that a human being can. She has a three- dimensional humanoid. She has a unique automatic voice system, which means she can adjust any voice of a human being, not a harsh robot voice. The model is capable to give infinite energy to her, you are able to set or remote control her when she is not around. High levels of security ensure the safety of products and the privacy of owner. This is a product that nobody has made it until we do. She will give you a unique experience that you ever had before.

**Product Specifications- External:**

Our company is good at selling innovative and interesting products. Many businesses are searching for hot and new ideas. Our company relies on a constant flow of new product introductions, and so we are exercising this business model. With our innovative technology, we have dedicated our time to make it simple for all customers to grasp a better understanding of our new product. The Hel can be viewed as a human. This android is currently only available in one size; we are planning to produce different models in the future. The robot is 168cm tall and it will have features of a real human being. You can do so by selecting the options offered, there is a variety of a realistic, synthetic, skin color to choose, which is: White skin, dark skin, or brown skin. The same can be done with the eye color by choosing from blue, brown, or black.

**Product Specifications- Internal:**

The model is equipped with a central information processing CPU that is the most complex on earth. It allows for 1 billion transactions to be processed simultaneously per second. The android Hel is also very efficient on charge time and performance. For every hour of charge, remains 24 hours of usage. Can you imagine how many things the android can do for you after just one charge? The skeletal structure is made of ultra-light weight titanium-carbonite alloys, solid as a diamond, light as wool. As a result, their movement is same as a human with no lag. Hel has a maximum, weight lifting capability of 200 kilograms. The maximum pressure is 6000 PSI without any residual physical damage. The android has strength of 5 people. This model is built using titanium-silicon based polymer composite alloys and derivative materials capable of a normal usage life span of over 20 years.

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**Attributes/Benefits:**

How to maintain and support the android? The android needs minimal CPU maintenance, 2 hours per year. Body cleaning depends on usage and skin replacement if damaged. This android is a revolutionary product; it cannot be compare with robots that we used to see, so we believe this will not be necessary. The android is equipped with super advanced speech recognition, and it can achieve zero communication barriers, the android can be programmed 50 different languages, it is programmed with artificial intelligence speech recognition technology so it can process even slight variations in tone and cultural slangs. The android knows how to deal with ambiguities, conflicts, and carry out duties that human employees cannot, such as interaction with customers who only speak a certain language, bring her to your international business meeting is just a perfect idea. The model is equipped with proprietary highly secret artificial intelligence technology capabilities. This allows the model to learn from almost any information distribution source, including, good verbal descriptions, visual demonstration, or any combination of both. She is able to take on many tasks at home and business, such as: babysitting, sick and elderly care, basic cooking etc.… The marketing department confirms that the model has been tested under a variety of environmental conditions and is continuously being tested using more complex work programs and tasks. These capabilities are continuously being developed and validated.

**Value and cost:**

The unit price of Hel will be retailed at 18000$ USD. There is also a 3 % annual maintenance fee every year that covers all updates, repairs and programming. All units are tested and delivered with the highest quality control standards available. The model also comes with a 2-years limited replacement warrantee if the unit becomes non-functional as a result of a defective part. Every android has 20 years of usage life. Comparing with the cost of a human labour, the average cost of a one-time investment is much lower than a worker’s salaries. The only investment that you have to make is the one-time investment, which is 18000$ per Hel and the 3% of maintenance fee every year. Also, maternity leave, insurance expenses, and worker’s salaries are all saved for owner. As I mentioned before, the charge time of an android is 1 hour for every 24 hours of usage, which means the robot only needs 1 hour of break per day, so 23hours x Minimum wage of 10.75= 247.25 on a 23-hour shift. Compare to the salary and taxes to pay for an employee which is 20$ per employee = 243.3. 18000$/243.30 = 74 days of work for just one android. The one shot investment will bring you the following year, which is 19 years and 294 days of benefits that has 20 years of life span.

**Conclusion:**

 You invest the Hel female android= save your time, money and troubles. If you do remember the concept of time is money, well you will be on your way to run a successful hotel. Your customers and employees will give you a bunch of problems about the revenue and costs. Finally, you can save your time to take a nice vacation, maybe built other hotels with the money that the Hel will bring you in the future, to be more successful in your business. Upgrade and invest your hotel to attract tourists and customers. Become one of the best and first hotel that uses android in the world.

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| Amount per android for 20 years: | 10800$ |
| Amount per employee for 20 years: | **1,804,925.00$** |
| Money saved: | **1,794,125.00$** |

**Bibliography:**

(Moon, 2014) <https://www.engadget.com/2014/08/13/aloft-starwood-hotel-california-robot-butler/>

(Martin, 2016) http://www.latimes.com/business/la-fi-hotel-robots-20160207-story.htmlRobots

deliver fun with hotel room service orders, and they don't expect a tip



