Summer Transition Work Business Studies

Choose a customer demographic type. If you wish to, you can segment this target group even further.

For that segment, you need to design a virtual reality game or app that will meet their needs.

Once you have designed the product, you need to design a marketing campaign to accompany it.

The challenge is about imagination, not technical knowledge, you don’t need to have an in depth knowledge of how the app or VR headsets work.

Hints

You need to include:

* A clear analysis of the wants and needs of your customers
* An explanation as to how your VR product will meet their needs
* Justification for all aspects of the marketing mix
* Analysis of the external factors that influenced your marketing decisions
* A market map showing where you would place your product

Useful websites

<https://www.youtube.com/watch?v=CI_8zlWcuvI>

[https://www2.deloitte.com/global/en/pages/technology-media-and-telecommunications/articles/tmt-pred16-media-virtual-reality-billion-dollar-niche.html#](https://www2.deloitte.com/global/en/pages/technology-media-and-telecommunications/articles/tmt-pred16-media-virtual-reality-billion-dollar-niche.html)

<http://uk.businessinsider.com/virtual-and-augmented-reality-markets-will-reach-162-billion-by-2020-2016-8>

<http://uk.businessinsider.com/the-virtual-reality-market-is-heating-up-2016-8>

Do your own research too.