



Team Fiksu

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Alarm Hawaii

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Executive Summary

Alarm Hawaii is a small alarm system company, with a big reputation in the commercial market. Alarm Hawaii has made its mark on commercial security in Hawaii, and is now turning to residential customers for the growth of the company. The general marketing problem identified by Fisku is the lack of a residential customer base, with an underlying cause being a lack of brand name recognition. The target market being focused on by the marketing team is mainly Generation X and the early Millennial citizens of Hawaii, because they are the generations that are buying homes, as well as starting families. Prominent features researched of this age group is their tech “savviness”, with many of them spend an extended amount of time on the Internet.

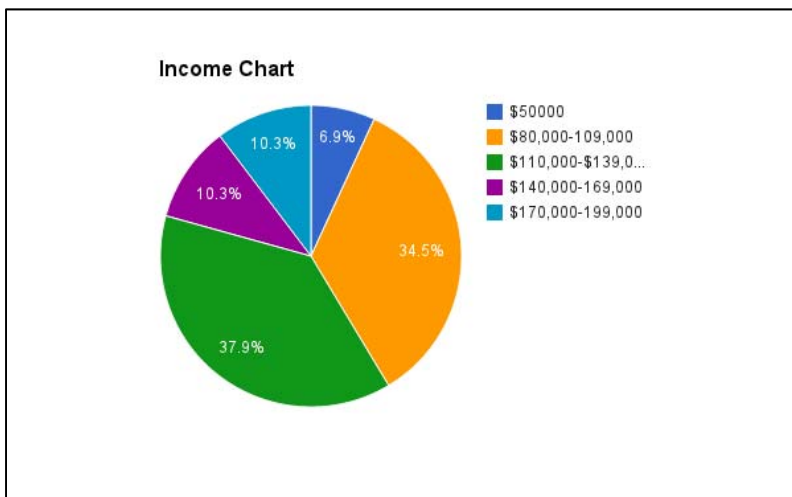
In response to the changing modern market, Fisku will be redesigning Alarm Hawaii to better approach today’s internet-based market, in which potential residential clients reside. Fisku will be redesigning the website, as well as growing Alarm Hawaii’s social media pages such as Instagram, Twitter and Facebook. The team has goals of growing the social media accounts to 500 followers (per site) by the end of the implementation deadline, as well as increasing the number of hits on the website by 100%-going from 1000 hits to 2000 hits per month. This will grow Alarm Hawaii as a company, and allow them to gain market share in the extremely crowded alarm security market.

Marketing Environment:

Demographic

Alarm Hawaii is a locally owned and operated Alarm Company, with a strong background in business security and a desire to obtain residential customers. As the company infiltrates the residential alarm market, a larger amount of focus is transferred from business-owners to

homeowners. A primary research survey was created and conducted by Team Fiksu to gather information about homeowners in Hawaii.



This survey had two groups: one group of people had household alarm systems, and the other group did not have a system installed. Results shown in the Income Chart above showed that the largest number of alarm system owners fell into the household income range of \$80,000 to \$109,00 and \$109,000 to \$139,000, which makes up 34.5% and 37.9% of the residents surveyed. (**Appendix C5 & E8**). This income range is \$26,954 higher than the national median of \$53,046 and is also above the Hawaii state median of \$67,492, as well as the Honolulu County median of \$72,292 (Hawaii, 2012). This means that 145,870 households in the state of Hawaii fall into this income range. (US Census, 2012)

In addition to income, the marketing team also examined age ranges. Two major age groups studied were Generation X includes citizens who were born between 1960 and 1980, while also looking at the older portion of the Millennial age group, citizens were born between 1980 and 1990. Residents of these generational groups, with a household income of approximately \$80,000 to \$139,000 are the main focus for the marketing team. Due to the relatively small sample size of the survey-a total number of 93 people-the survey data may be inconclusive, and not stand as an accurate representation of the entire population of the state of Hawaii.

Economic

In terms of economic factors, the residential market appears to be stable. As previously stated from the 2012 US Census, the median household income in Hawaii is \$67,492. Just one year earlier, in 2011, Hawaii experienced a low of \$63,112. This is an increase in income of \$4,380, in one year. Considering that rent and mortgages stay relatively similar year-to-year, this extra income could become discretionary income, used to buy miscellaneous goods. In addition to this, the unemployment rate has been reduced to 4.3% in August 2013, which is a 2.8% drop from the 7.1% in July of 2009 (Hawaii, 2014). According to the US Census, only 10.8% of the state lives below the poverty level, whereas the national average poverty percentage is 14.9%.

In addition to the positive economic factors noted above, the housing market is showing growth. In the state of Hawaii, specifically Oahu, there has been an increase in resale of properties. According to a report published by the Department of Business, Economic

Development, and Tourism (DBEDT) in August of 2013, housing resale's have increased by 10.3% in the last year, while the resale of condominiums and apartment units has increased by 17.2%. This type of growth suggests the housing market has continued its strong bounce-back from the recession period of 2007-2009. Many buyers are acting now, expanding multiple markets which rely on residential customers.

Another positive economic factor is the increase in private residential building permits in the last year. From 2012 to 2013, Hawaii has seen a 47.4% increase in building permits issued. (DBEDT, 2013). This number tells us there will be new houses being built on areas of private land, or additions to houses are being made. The increase in the number of properties, and their respective property values on the market, combined with the increase in sales of houses and condo/apartment units, will increase the value of many homes on the island.

Natural

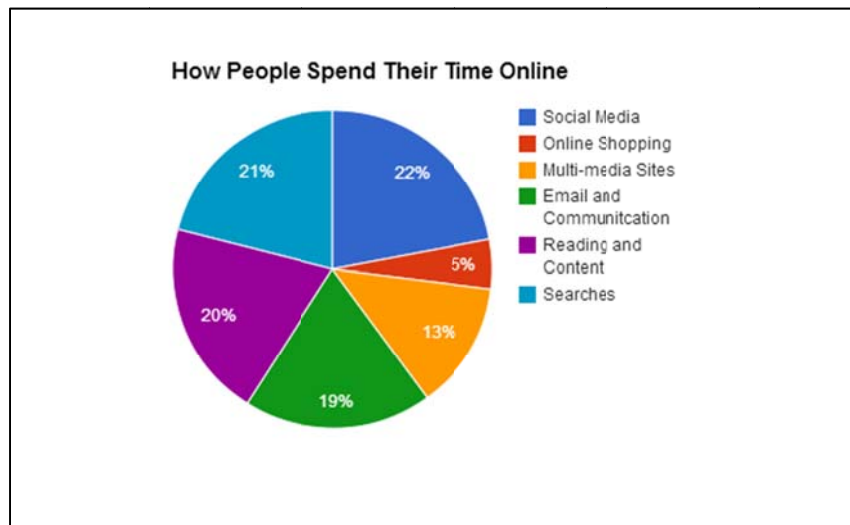
In terms of natural factors, Alarm Hawaii has an office, currently located in Kapolei, Hawaii. They are an environmentally friendly company; not drastically affecting the environment to carry out their services. Despite the low usage of land space and their low carbon footprint, Alarm Hawaii appears to lack a 'clean energy' sector in their business. Many companies in today's society have a portion of their efforts dedicated to the environment, in an effort to improve their surroundings and their image. With the global problems such as climate change and harmful emissions being a concern, citizens often support companies that announce their decision to 'go green.'

However, Alarm Hawaii has such a low impact on the environment, it may be unnecessary to implement this sort of green policy.

Technological

In terms of accessibility, the internet has created a connected world. According to Royal Pingdom, an online data collection company, the internet had 1.97 billion users as of June of 2010 (2013). The International Telecommunication Union stated that by March 2013, the internet has 2.76 billion users around the world, which is 39% of the world's population (2013). This statistic shows an increase in users by nearly 30% in the past three years.

Research findings say that 78.9% of Americans spend an average of 32 hours per month. As shown on the chart to the right, 22% of that time spent is spent on



social networking, and 21% of the time is dedicated to online searching (How People, 2012). With the extreme increase in popularity of the internet and its ever-expanding cyberspace, it would be unwise for one not to take advantage of this growth. The internet is something people now depend on when making a decision. Whether it is

watching a review on YouTube, Googling the product, or looking at the reviews on Yelp, people depend on the internet to help them make decisions. This can have a major impact on a business in a good or bad way, depending on the reviews given. One study by Harvard Business showed that each increased star on Yelp can lead to a 5-9% increase in business (Luca, 2011). Therefore, a bad representation of the business on the internet can greatly affect their success.

Another technological factor is the fact that cable/communications companies are trying to push into the security alarm industry by selling “security” and “self-surveillance” as another service offered. Many of these cable & communication companies are also internet service providers, granting them some degree of leverage over their customers. This shows that alarm companies will begin to have bigger competition against multiple big communication companies starting in the next fiscal year.

Political

All companies need to pay close attention to political regulations and policies, as infringements can cost them in a major way. Impacts such as false alarm fees have potential to drastically affect the customer’s monthly price. For alarm companies in Hawaii, the Honolulu Police Department (HPD) states that if there is a false alarm, a fine of \$100.00 will be issued to the owner of the alarm system (Honolulu, ND). Many of these can add up if the alarm is easily triggered by mistake.

A political issue of equal concern lies in mobile monitoring. According to the

marketing team's survey, 32.9% of people have the ability to check on their home while they are on the go via their smart phones (Appendix C: page 49). This is cause for concern, as it may inadvertently allow unwanted prying eyes to check up on the family. Hackers, offenders, or even just curious neighbors with technology expertise, have an outlet to access these monitoring devices that is called the Internet. Since two-thirds (71.4%) of the people who participated in Fiksu's survey said that the most important thing to protect was family (Appendix D, page 61), there must be a fine balance between security and accessibility. Too secure, and the customer may end up with thousands of dollars in federal fines. Too little, and the family may be put at risk. But if a perfect balance is achieved, between security and accessibility, the family will be feeling safer than ever.

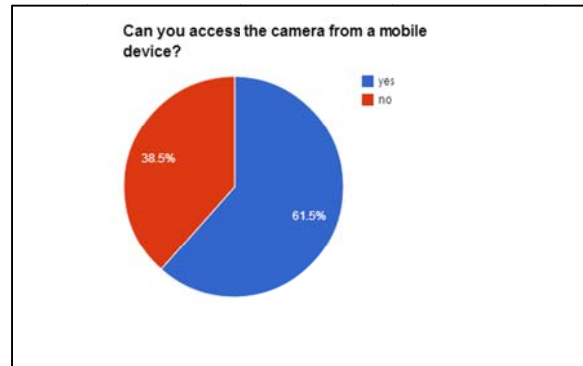
Consumer Market Analysis

People like to feel secure in their own home. Comfort and security have driven people for centuries, and play a big role in today's society. So as long as people have a place to call their own, security is pertinent. The need to protect one's family and property is the primary driving characteristic to understanding buying behavior. When the words 'alarm system' are spoken, there is a general thought of 'robberies' of 'thieves.' The national median for robberies or break-ins per every thousand homes is 29.1. A study done by the US Census, showed that for every 1,000 residents in Hawaii in 2012, 33.38% of them will have their belongings stolen from their home. This knowledge may psychologically affect the buyer, appearing to increase the need for

added security at home.

In addition to psychological factors, social factors also play a major role in understanding buyer behavior. As mentioned in the technology section, people use technology and social media to

communicate with others and to shop for products. In the ever-growing internet world, people feel the need to stay connected. For example, in today's society, customers want check the status



of their home, or get a notifications of an incident sent to their smartphones. The chart above shows the Fisku's survey results that 61.5% of people said that they can check in remotely from their smartphone. However, only 32.1% of the people surveyed have monitoring capabilities, so although this technology exists, it is not as prevalent as it may seem. This number is so low because of two main reasons; monthly fees, and privacy concerns of public access to their system.

Customer Profile

In the new world of information sharing, people can easily learn about a product from a multitude of sources. Only 25 years ago, people would hear someone talking about the product, and then make their purchase. However, people now look at YouTube reviews, they Google the product, and look at the companies Yelp Ratings. Technology has changed not only the way people communicate, but also the way people make

decisions.

The entire decision making process is being conducted online. Usually, a person starts off by googling the product to find a couple different companies that sell the product they are looking for. Then they will use the company websites to compare pricing, convenience, and any other factors that they feel affect them. They then will go on Yelp and look at what other people that have used the products have said. Then, finally they will return to the website and purchase the product, or call up the company for a quote or consultation.

With this understanding of the decision making process, further analysis of the survey conducted by Fiksu showed that 59.2% of the people said that they used an internet source (i.e. yelp, Google reviews, online research, etc.) to help them make a decision about whether or not to buy the alarm (Appendix E). This means that having a strong online presence is essential for almost all companies.

Situation Analysis

Situation Analysis

Alarm Hawaii is fighting for residential customers in an overcrowded alarm security market. In order to secure their footing against the other companies, Alarm Hawaii must differentiate themselves in their marketing. So far, Alarm Hawaii has not implemented a distinctive marketing campaign, but their background is unique from the other competitors because they have targeted large companies rather than residents.

Alarm Hawaii employs 17 highly trained and professional technicians that carry out the

installations and make sure that the customer is happy. They also offer many packages, and a much wider selection than any other do-it-yourself alarm system that can be bought from a random distributor. However, they need to work on making a distinct image for themselves, to stand out against their competition, such as ADT, Time Warner Cable, and the aforementioned do-it-yourself alarms. In terms of alarm competition, the market leader is ADT, who grossed \$1.935 billion in the year 2013. However the company that grossed the most money was TWC, earning \$8.18 billion dollars in the 2012 fiscal year, thought be it mostly from its telecommunications division. It still gives Oceanic a large amount of capital to devote towards their new product/service line. Alarm Hawaii is a private local company that fights for market share solely in Hawaii and earns approximately \$2.5 million per year, netting \$400,000 annually.

SWOT Analysis

The SWOT analysis identifies the external opportunities and strengths for the company as well as threats and weaknesses.

<p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> 1. Online presence/review 2. Increase in building permits 3. Development of housing communities 4. Increase in RMR 	<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> 1. Low barriers to entry (business start-up) 2. Competition: Direct <ol style="list-style-type: none"> a. ADT b. Alert Alarm Hawaii 3. Competition: Indirect <ol style="list-style-type: none"> a. Oceanic Time Warner Cable b. Do-it-yourself alarms
<p style="text-align: center;">Strengths</p> <ol style="list-style-type: none"> 1. Commercial Customers 2. Established 3. RMR (recurring monthly revenue) 4. Excellent customer service/installs 	<p style="text-align: center;">Weaknesses</p> <ol style="list-style-type: none"> 1. Online Presence 2. Residential Customers 3. Brand Recognition

Opportunities:

For Alarm Hawaii, there is a wonderful opportunity they have not taken advantage of: technology. Most businesses, in today's connected world, draw a number of customers from their online presence. A survey conducted showed that 90% of customers say their buying decisions were influenced by positive online review (Gesenhues, 2013). Even more astonishing is the 86% that said that they chose not to purchase a product because of negative online reviews, or have refused to do business with a company that had no online reviews.

Another opportunity is to increase RMR or recurring monthly revenue. RMR has shown major growth in the last two years. According to an article regarding the state of the alarm market, one company had a 5.5 percent growth for 2011, and are projecting 7.5 percent growth by 2013, with the implementation of an aggressive internet campaign.

Opportunity also lies in the increase of residential building permits in the last year. This figure has risen 47.4% in the past year, which marks a dramatic jump in the construction of houses on private land, and additions to residences. The emergence of these valuable properties, as well as their additive counterparts, could pose an increase in demand for residential alarm systems. As demand rises, Alarm Hawaii could place itself in a position to capitalize on this emergence.

Yet another opportunity presenting itself is the developing housing market. There are many large-scale projects underway, and some just finishing, all across the island of Oahu. One of these is the Koa Ridge project by Castle and Cooke. The project

encompasses 3,500 homes in central Oahu, and is scheduled to be occupied by 2016.

These types of projects provide a massive expansion of the market, and deals with these residential planning companies is a positive approach to secure many customers.

Threats:

Alarm Hawaii is in an intense battle with many companies, all of which bring varying levels of success and expertise. From global security companies, such as ADT; having presence in over 30 countries, to smaller companies such as Alert Alarm, who only services Hawaii residents; Alarm Hawaii is faced with quite the opposition. They must find a niche, and they have; in commercial business security. However, some revision will be necessary as they attempt to expand their business to include residential customers.

A prime example of a company who is growing in this industry is Oceanic Time Warner Cable (OTWC). Because of the control they can exert on the internet and television services, they have their product present in peoples' minds and can advertise with less effort. The massive customer base of OTWC causes this company to be hard to compete with, because of the fact that it is easier to get a customer to buy an add-on to service, than to buy from an entirely new company.

Another threat is that many people may feel that the increased cost of living in Hawaii deems the poverty level inapplicable, thus eliminating their ability to purchase certain items, such as alarm systems.

Strengths:

Alarm Hawaii is very strong in the commercial side of business. They have used their reputation to grow and become successful. Established in Hawaii, and powered by local workers, Alarm Hawaii has a lot of respect given and received with the people of the islands. This is something that needs to be used and displayed to the potential residential customers. An old teacher used to say: use your strengths to rise, and change your strategy when its necessary. Alarm Hawaii should use the fact that they are strictly in Hawaii and employing residents of Hawaii, to gain the faith and trust of new customers.

In terms of RMR, the yearly earnings from monthly fees are \$800,000 from current businesses, Alarm Hawaii has enough money to market and expand the residential appeal of business. Alarm Hawaii also has excellent customer service, with 17 professional technicians to install customized high quality products.

Weaknesses:

Alarm Hawaii is very successful in serving commercial businesses, but attempting to expand the market to residential will take some effort. For starters, the website needs to be more user friendly. In the primary customer survey, 59.2% of people surveyed said that they used an internet source to make a buying decision. The dramatic influence of the internet further impedes progress, due to Alarm Hawaii's near-absence in social media and search engine results. Any Google web search that does not contain the words 'alarm' and 'Hawaii' fails to find the Alarm Hawaii website on the first page. Another

weakness for Alarm Hawaii is brand recognition. By mainly targeting big businesses in the past, they are not recognized by the residential customers they are trying to reach.

Target Market

The recommended target market is males and females from the ages of 24-54 who have a household income of \$80,000 to \$139,000. This income range makes up 72.4% of the people surveyed by the marketing team. This age group is most commonly known as late Generation X and Millennials. As written, targeting Generation X and Millennials is a very smart and strategic move because of a couple of reasons. The first is that they were the age group that purchased the most alarms as mentioned in the demographic and economic sections. Secondly they are the age group that have a family for the first time, and are purchasing a home for the first time. The age group that purchases homes for the first time is the age group 24-54, with the age 29 being the median age that people have their first child. They are looking to protect their new family, and if Alarm Hawaii can provide a safe and affordable way to protect their family, then it will have a lot of appeal for many first time mothers and fathers. However, just because team Fiksu's strategies will be targeting this age group it does not mean that this should be the sole focus of the new push for commercial alarms in the company.

Marketing Problem

The marketing problem for Alarm Hawaii is the lack brand-name recognition, which has resulted in a small amount of residential customers. In order to increase the number of residential accounts, they need to define their identity, both online, and with the people of Hawaii.

Marketing Objectives

By the end of the year 2014, Alarm Hawaii will:

1. Increase their residential clients from 500 clients to 750 clients; a 50% increase in accounts.
2. Increase the online traffic to their company from 1,000 hits per month to 2,000 hits per month, and reach that number consistently by 3 months after implementation.
3. Increase the number of followers or social media “likes” on each social media page (instagram, Facebook and twitter) to over 500 followers by March 28th.

Marketing Strategies Proposal

Product

Alarm Hawaii has a mix of many different products, but they can all be broken down and organized into seven simple product lines. The product mixes are as follows; control units, sensors, communication devices, cameras/recorders, computer

technology/monitors, and finally decals/signs. In the control units mix, there's 3 types of control units, the touch screen control, which is the basic control unit that comes in every package, and monitors. Alarm Hawaii



also offers services such as installation, and monitoring. The cost of these services are around \$30-40 per month. This includes repairs and maintenance, and police monitoring. No recommendations are being added to the products at this time.

Price

Alarm Hawaii has a few packages for customers to look at, including residential, commercial, and video-oriented packages. The home security package sells for \$999, but is

Our Package. Protect Your Peace Of Mind.

Only **\$688.00**
HOME SECURITY

Was **\$999.00**
 Now **\$688.00 INSTALLED**

- + activation \$499.00
- No activation fees
- + central monitoring \$34.95/mo

Equipment Includes

- 1 Touch Screen Control
- 3 door/window sensors
- 1 motion detector
- 1 key fob
- 4 window details
- 1 yard sign

The image shows a central control panel, three sensors, a motion detector, a key fob, and a yard sign.

currently at a special price of \$688 installed, with no activation fee for a limited time. There is a recurring monthly fee of \$34.95/month for central monitoring, meaning somewhere where all the security screens are help, similar to an. This package is suitable for any private property, as it provides sufficient security for the home.

However, business use would not work, as it does not cover the zones needed. The business package sells for \$1,899, but currently this package exists at a special promotion price of \$988 installed, with no activation fees. Again, central monitoring fees recur monthly, at \$49.95/month. The business package includes all the equipment necessary for any small business. The package provides up to 48 zones of protection, so the level of security provided by the package may vary, depending on the size of the

facility, and the placement of the sensors.

The last type of package offered by Alarm Hawaii is a camera system. This package sells for a grand total of \$9,800, but can be purchased for \$4,800 for a limited

time. The camera package

includes a Digital Video

Recorder with, Sony WDR

Weather-proof Bullet, Sony

Dome camera, PTZ Dome

camera, and Mega Pixel IP

Only **\$4,800.00**
CAMERA SYSTEM SPECIAL

FREE IPAD3

Was **\$9,800.00**
Now **\$4,800.00**
INSTALLED

OR
\$500.00 Down and
\$149.00 Per month Lease

Equipment Includes

- Digital Video Recorder
- 4 Super High Resolution Cameras
- Monitor, Power, and other supplies
- 4 Window Decal
- 1 Yard Sign

camera. Also with the Digital Video Recorder you can monitor your security camera

system with a mobile device, laptop, and many more. Another option given would be

\$500 down, and \$149.00/month lease. This is the most expensive option offered on the

Alarm Hawaii website, and the most technological. The cameras are state-of-the-art

surveillance units, and this type of package has many applications. No recommendations

are being added to the pricing at this time because Fiksu feels that Alarm Hawaii needs to

hold their high end image in order to compete in the alarm market. With their high-

quality service and easily customizable products, they will maximize profits.

Place (Distribution)

Alarm Hawaii's products will be distributed and sold in Hawaii because Alarm

Hawaii is a local company that does services in Hawaii. Promotions such as commercials

were presented in Korean stations at Hawaii, and a website is up the has information

about Alarm Hawaii. They use direct methods of distribution. They insource all their sales, and they do sales calls where they go to the homes of people and sell it. They also use the internet to sell their product and services to customers in Hawaii.

Proposal

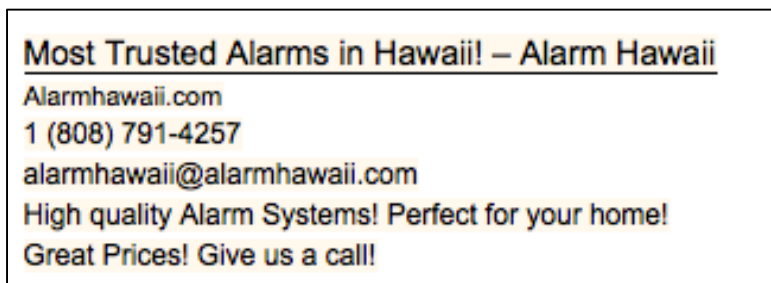
The marketing team would like to suggest a remodeled website in order to draw in more residential customers. On the website it is suggested to use a quote system, so people can input their information such as square feet, number of doors, windows, and so on, and get a rough quote for their home. The marketing team would also like to suggest links to their social media accounts, as well as reworded sections with some new pictures. Currently the team is creating a model website that is more modernized and attracts viewers in today's society. This is a good way to see another's point of view and maybe incorporate it to the site. This will be helping define their brand image by creating a website that is fun and interesting, rather than dull. The company needs to look alive, and they need an interesting website to do that.

Promotion

Alarm Hawaii uses decal and signs at current customer's homes to help show that they serviced this home, and to show any potential robbers that this home is protected. They also had a couple of TV commercials that were successful, but they stopped a few years ago (Kim, 2013). With their commercial sales, they have been successful due to the sales experience of their President through face-to-face pitches with company CEO's to promote and convince them that Alarm Hawaii's alarms are the best and safest.

Proposal

The Marketing team recommends Alarm Hawaii invest in online advertising, specifically Google & Facebook. According to Go-Gulf.com, the most used website in the world is google.com (How, 2012). On average, Google earns over 1 billion searches per day, and 92% of people use the internet to search things. With Google advertising, you only pay per click. So Google states that a budget of \$5.00 a day will increase the website hit count by at least 100 per \$5.00. Below is what the advertisement will look like if a potential customer were to type keywords into Google such as: “alarm system”, “Hawaii”, “trusted”, “home”, and “security”. So spending \$50.00 would hypothetically increase the number of hits by 1,000, reaching one of the three marketing objectives.



Google Advertisement Banner

Fiksu would also like to suggest advertising on Facebook or Google over a five and three day period, Monday through

Friday because according to mashable.com that is when Facebook users are most active. This advertisement will be used to grow the number of Facebook followers on the page as well as send people to the website. The marketing team will also be advertising on Google over a 3 day period (Friday, Saturday, and Sunday) in order to increase the number of website hits. Fiksu has also been redesigning the logo in order to make it more modern and interesting.

The marketing team will also be growing the Twitter and Instagram accounts to

show potential customers that there is a big following for Alarm Hawaii, as well as helping to motivate people to write reviews on Yelp. In order to grow the Instagram and Twitter pages, the marketing team will be using a couple of strategies. The first is finding potential customers or customer groups and joining them so Alarm Hawaii begins to sink into local conversation. The second is to make the page active so people have a reason to follow the page. Making the page active means posting on the page interesting pictures and comments so that people would like to look at the page. This is a necessary step in order to grow the accounts. Fiksu will also be following individual people in order to get their attention. People who use the hashtags “alarms” or “newhousehawaii”, people the marketing team knows are in Hawaii, and fall into the target market. Following those people will hopefully result in getting their attention, and then them following Alarm Hawaii back. This will all be provided by the marketing team, which will help reach the objective of 500 followers on each page by the implementation deadline of at the latest March 28, 2014. This will help people understand Alarm Hawaii, and follow and interact with them. It will help many people get to know them, and associate an online profile with the company.

Fiksu redesigned the logo in the color purple because purple symbolizes royalty and wealth, and the marketing team is associating

Alarm Hawaii with the more high-end sector of the alarm market.



Budget

In order for Alarm Hawaii to grow in residential clients, the website must be redesigned. They also need to make an effort in growing the Yelp page, so potential customers can see positive reviews and feel comfortable with the company. They also need to grow a social media following so they can discover new customers, and show that they have a large number of supporters with a clear brand image.

Expense	Quantity	Cost	Total	Source
Website Remodel	N/A	\$0.00	\$0.00	Alarm Hawaii
Google Ad	10 Days	\$5.00	\$50.00	google.com
Facebook Ad	5 Days	\$20.00	\$100.00	facebook.com
Twitter Management	-	\$0.00	\$0.00	Fisku
Facebook Management	-	\$0.00	\$0.00	Fisku
Email Promotion	-	\$0.00	\$0.00	Fisku
Instagram Promotion	-	\$0.00	\$0.00	Fisku
Yelp Promotion	-	\$0.00	\$0.00	Fisku
Total	-	-	\$150.00	-

Evaluation Plan

In order to see if this plan successfully reached the three marketing objectives, Fisku will be setting a series of short term benchmarks in order to reach the goals.

Objective 1: Increase Residential Customer

Fiksu will also increase residential clients to 525 from 500 by the end of the implementation period, because that would place Alarm Hawaii on track to reach the 750 residential client goal by the end of 2014 . The marketing team will be tracking the growth of the residential clients by contacting the President, Mr. Kim, once on march 1st, and once on march 27th, to track the progress of the marketing plan.

Objective 2: Increase Website Hits

Fiksu will be tracking this objective via the online website tracker, as well as speaking to the website developer once on march 1st to see if there is any more or new information that fiksu needs to know. The marketing team hopes that the website will be up to around 400-500 hits by march 1st.

Objective 3: Increase Social Media Following

The last objective set is to grow all social media accounts to 500 followers by March 28th, of 2014. By March 1st, Alarm Hawaii will have 250 followers on each account, to ensure we are on track to reach the objective on time. Fiksu will be tracking it by looking at the social media accounts to make sure that the number of followers is 250 by March 1st, as well as on March 28th to make sure it is at 500 followers.

Growing this company is going to take work, but the marketing team believes in doing things ethically, that is why all the necessary research and information gathering was done completely ethically and responsibly.

The marketing team is confident that they can overcome any obstacle, and help grow Alarm Hawaii into the amazing company the marketing team knows it can be.

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Appendix A: Alarm System Survey

1. What is your gender? (circle one)

- a. Male
- b. Female

2. How old are you? (circle one)

- a. under 18
- b. 18 - 30
- c. 31 - 41
- d. 42 - 60
- e. 61 - 80
- f. Over 80

3. What is your ethnicity? (circle one)

- a. Caucasian
- b. African American
- c. Pacific Islander
- d. Asian
- e. American
- f. Native American
- g. Hispanic
- h. Other: _____

4. What city do you live in? (circle one)

- a. Mililani / Pearl City area
- b. Pearl Harbor area
- c. Wahiawa / Whitmore area
- d. Schofield area
- e. North Shore area
- f. Hawaii Kai area
- g. Kaneohe area
- h. Honolulu / Waikiki area
- i. Diamond Head area
- j. Kahuku area
- k. Waianae area

l. Kaimuki area
m. Other: _____

5. Do you rent or own your home?
(circle one)

- a. Rent
- b. Own

6. What is your average household income?

- a. <\$50,000
- b. \$50,000 - \$79,000
- c. \$80,000 - \$109,000
- d. \$110,000 - \$139,000
- e. \$140,000 - \$169,000
- f. \$170,000 - \$199,000
- g. \$200,000 - \$229,000
- h. \$230,000 - \$259,000
- i. \$260,000+

7. Why did you buy an alarm? (check all that apply)

- For Security
- Home insurance discount
- It came with my home
- I don't know
- Other: _____

8. What is your Alarm Company?
(Alarm Hawaii, Alert Alarm, Vivint, ADT, etc.) _____

9. How much do you pay for your alarm monthly?(circle one)

- a. Under \$40
- b. \$41-\$50

c. Over \$50

10. Did you use any internet sources to help make your decision? (eg: yelp, google, etc.)

- a. Yes
- b. No

10a. If yes, what websites did you use? (check all that apply)

- a. Yelp
- b. Google
- c. Company Website
- d. Other: _____

10b. If no, what was the biggest factor that influenced to buy your alarm system? (circle one)

13. How comfortable are you with operating your alarm system? (circle one)

- a. I don't know how (not comfortable)
- b. I know the basic features (comfortable)
- c. I know all the advanced features (very comfortable)

14. Does your alarm system have monitoring (video / security camera) capabilities?

- a. Yes
- b. No

- a. Word of Mouth
- b. TV Ad
- c. Sales Representative
- d. Price
- e. Other: _____

14a. If yes can you access the cameras from a mobile device?

- a. Yes
- b. No

11. How often do you arm your alarm?

- a. Never
- b. Monthly
- c. Weekly
- d. Daily

12. When do you arm your alarm the most? (circle one)

- a. Away from home
- b. At home during the morning
- c. At home during the evening
- d. At home during the night (sleeping)
- e. My alarm is always armed

15. Are you currently satisfied with your alarm system?

- a. Yes
- b. No

16. If “no”, why?

Appendix B: Without Alarm Survey

1. What is your gender?

- a. Male
- b. Female

2. How old are you?

- a. Under 18
- b. 18 – 30
- c. 31 – 41
- d. 42 – 60
- e. 61 – 80
- f. Over 80

3. How many adults live in your household (age 60 and under, including yourself)?

- a. 1
- b. 2
- c. 3
- d. 4
- e. 5
- f. 6+

4. How many senior citizens live in your household (age 65 and over, including yourself)?

- a. 0
- b. 1
- c. 2
- d. 3+

5. How many children live in your household? (age 0 – 12)

- a. 0
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5

g. 6+

6. How many teens live in your household
(age 13 – 17)?

- a. 0
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5
- g. 6+

7. What is your ethnicity? (Select one)

- a. Pacific Islander
- b. Asian
- c. Caucasian
- d. African American
- e. Native American
- f. Hispanic
- g. Other _____

8. What is your average household income?

- a. <\$50,000
- b. \$50,000 - \$79,000
- c. \$80,000 - \$109,000
- d. \$110,000 - \$139,000
- e. \$140,000 - \$169,000
- f. \$170,000 - \$199,000
- g. \$200,000 - \$229,000
- h. \$230,000 - \$259,000
- i. \$260,000+

9. Who makes majority of the big buying
decisions in your household?

- a. Male
- b. Female
- c. Together

10. Do you rent or own your home?

- a. Rent
- b. Own

11. What is your zip code?

12. Do you feel safe in your home? (1 – Not safe; 5 – Somewhat safe; 10 – Very safe; Circle one)

1 2 3 4 5 6 7 8 9 10

13. Do you feel safe in your neighborhood? (1 – Not safe; 3– Somewhat safe; 5– Very safe; Circle one)

1 2 3 4 5

14. Are you aware of the crime rates in your area?

- a. Yes
- b. No
- c. I don't care
- d. Sort of

15. Has your home been broken into before?

- a. Yes
- b. No

16. Why don't you have an alarm system? (Check all that apply?)

- a. Already feel safe
- b. Haven't thought about it
- c. Other security measures (pets,
- d. Upfront cost (for system/installation)
- e. Monthly cost (for monitoring service)

f. Other _____

17. Have you ever considered installing an

alarm system?

- a. Yes
- b. No
- c. Maybe

18. Have you ever researched about alarm systems?

- a. Yes
- b. No
- c. Thinking about it

19. Do you know any of these alarm companies? (Check all that apply)

- a. ADT
- b. Alarm Hawaii
- c. Alert Alarm
- d. Frontpoint Security
- e. Hawaii Alarm
- f. Other _____

20. How many times during the week do you go on the Internet?

Never 1-2 3-6 7-10 10+

21. Where would you go to find information about a product?

- a. Internet research (Google it)
- b. Reviews (Yelp)
- c. Ratings (Better Business Bureau)
- d. Friends and Family recommendations
- e. Neighbor recommendations
- f. In store
- g. Call for consultation
- h. Other _____

22. Please rank the importance of safeguarding each of the following (1 – Most important; 7 – Least important) cameras, etc.)

- _____ Family members
- _____ Electronics (TV, computers, cell phones, etc.)
- _____ Jewelry
- _____ Motor vehicles
- _____ Tools
- _____ Confidential documents (Bank, pay stubs, credit card statements, etc.)
- _____ Sentimental items (Photos, family heirlooms, artwork, etc.)

Appendix C:With Alarm Survey Count**1) What is your gender?**

Choices	Frequency	Percentage
Male	14	46.666
Female	16	53.333

2) How old are you?

Choices	Frequency	Percentage
18-30	0	0
31-41	1	3.333
42-60	11	36.666
61-80	17	56.666
over 80	0	0

3) What is your ethnicity?

Choices	Frequency	Percentage
Caucasian	6	20
African American	3	10
Pacific Islander	3	10
Asian	16	53.333
American	0	0
Native American	0	0
Hispanic	0	0
Other	0	0

4) What city do you live in?

Choices	Frequency	Percentage
Mililani/ Pearl City	16	53.333
Pearl Harbor	0	0
Wahiawa/ Whitmore	4	13.333
Schofield	3	10
North Shore	0	0

Hawaii Kai	1	3.333
Kaneohe	0	0
Honolulu/Waikiki	3	10
Diamond Head	0	0
Kahuku	0	0
Waianae	2	15
Kaimuki	0	0

5) Do you rent or own your home?

Choices	Frequency	Percentage
Rent	7	23.333
Own	23	76.666

6) What is your average household income?

Choices	Frequency	Percentage
<\$50,000	2	15
\$50,000-\$79,000	0	0
\$80,000-109,000	10	30
\$110,000-\$139,000	11	36.666
\$140,000-\$169,000	3	10
\$170,000-\$199,000	3	10
\$200,000-\$229,000	0	0
\$230,000-\$259,000	0	0
\$260,000+	0	0

7) Why did you buy an alarm?(select all that apply)

Choices	Frequency	Percentage
For security	27	90
Home insurance discount	10	30
it came with my home	3	10
I don't know	0	0
Other	0	0

8) What is your Alarm Company?

Choices	Frequency	Percentage
Vivint	5	16.666
ADT	11	36.666
Alarm Hawaii	2	6.666
Alert Alarm	7	23.333
Life line	1	3.333

9) How much do you pay for your alarm monthly?

Choices	Frequency	Percentage
Under \$40	10	33.333
\$41-50	17	56.666
Over \$50	2	6.666

10) Did you use any internet sources to help make your decision?

Choices	Frequency	Percentage
Yes	16	51.6
No	11	17.5

11) If yes, what website did your use?(select all that apply)

Choices	Frequency	Percentage
Yelp	6	20
Google	14	46.666
Company Website	14	46.666
Other	1	3.333

12) If no, what was the biggest factor that influenced to buy your alarm system?

Choices	Frequency	Percentage
Word of Mouth	23	76.666
TV Ad	2	6.666
Sales Representative	1	3.333
Price	0	0

Other	3	10
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13) How often do you arm your alarm?

Choices	Frequency	Percentage
Never	1	3.333
Monthly	2	6.666
Weekly	4	13.333
Daily	22	73.333

14) When do you arm your alarm the most?

Choices	Frequency	Percentage
Away from home	23	76.666
At home during the morning	2	6.666
At home during the evening	1	3.333
At home during the night	0	0
My alarm is always armed	3	10

15) How comfortable are you with operating your alarm system?

Choices	Frequency	Percentage
I don't know how	1	3.333
I know the basic features	18	60
I know all the advance features	10	33.333

16) Does your alarm system have monitoring capabilities?

Choices	Frequency	Percentage
Yes	9	30
No	19	63.333

17) If yes can you access the camera from a mobile device?

Choices	Frequency	Percentage
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Yes	8	61.5
No	5	38.4

18) Are you currently satisfied with your alarm system?

Choices	Frequency	Percentage
Yes	28	93.333
No	0	0

Appendix D: Without Alarm Survey Count

1) What is your Gender?

Choices	Frequency	Percentage
Male	30	47.6
Female	33	52.4

2) How old are you?

Choices	Frequency	Percentage
under 18	7	11.1
18-30	8	12.7
31-41	18	28.6
42-60	23	36.5
61-80	5	7.9
80+	2	3.2

3) How many adults live under your household?

Choices	Frequency	Percentage
1	9	14.3
2	31	49.2
3	14	22.2
4	3	4.8
5	2	3.2
6+	2	3.2

4) How many senior citizens live in your household?

Choices	Frequency	Percentage
0	40	63.5
1	16	25
2	5	7.9
3+	2	3.1

5) How many children live in your household?

Choices	Frequency	Percentage
0	31	49
1	16	25.4
2	9	14.2
3	1	1.5
4	2	3.1
5	2	3.1
6+	0	0

6) How many teens live in your household?

Choices	Frequency	Percentage
0	26	41.3
1	25	39.7
2	4	6.3
3	4	6.3
4	2	3.2
5	0	0
6+	0	0

7) What is your ethnicity?

Choices	Frequency	Percentage
Pacific Islander	7	11.1
Asian Caucasian	31	49.2
African American	15	23.8
Native American	8	12.7
Hispanic	1	1.6
Other	1	1.6

8) What is your average household income?

Choices	Frequency	Percentage
<\$50000	4	6.3
\$50000-\$79000	15	23.8
\$80000-\$109000	16	25.4
\$110000-\$139000	15	23.8
\$140000-\$169000	4	6.3
\$170000-\$199000	9	14.3
\$200000-\$229000	0	0
\$230000-\$259000	0	0

9) Who makes majority of the big buying decisions in your household?

Choices	Frequency	Percentage
Male	15	23.8
Female	12	19
Together	36	57.1

10) Do you rent or own your home?

Choices	Frequency	Percentage
Rent	25	39.7
Own	38	60.3

11) What is your zip code?

Choices	Frequency	Percentage
96789	42	66.666
96786	3	4.7
96782	1	1.6
96812	1	1.6
96701	1	1.6
96813	3	4.8
96797	2	3.2
96706	3	4.8
96791	1	1.6
96822	1	1.6
96857	1	1.6
96803	1	1.6
96818	1	1.6

12) Do you feel safe at your home?

Choices	Frequency	Percentage
1	2	3.2
2	1	1.6
3	0	0
4	0	0
5	1	1.6
6	2	3.2
7	8	12.7
8	12	19.1
9	13	20.6
10	23	36.5

13) Do you feel safe in your neighborhood?

Choices	Frequency	Percentage
1	1	1.6
2	3	4.8
3	11	17.5
4	27	42.9
5	20	31.7
6	0	0
7	1	1.6

14) Are you aware of the crime rates in your area?

Choices	Frequency	Percentage
Yes	26	1.3
No	17	27
I don't care	5	7.9
Sort of	13	20.6

15) Has your home been broken into before?

Choices	Frequency	Percentage
Yes	7	11.1
No	55	87.3

16) Why don't you have an alarm system?

Choices	Frequency	Percentage
Already feel safe	30	47.6
Haven't thought about it	25	39.7
Other security measures	26	41.3
Upfront cost	18	28.6
Monthly cost	21	33.333
Other	4	6.3

17) Have you ever considered installing an alarm system?

Choices	Frequency	Percentage
Yes	15	23.8
No	28	44.444
Maybe	20	31.7

18) Have you ever researched about alarm systems?

Choices	Frequency	Percentage
Yes	18	28.6
No	34	53.9
Thinking about it	11	17.5

19) Do you know any of these alarm companies?

Choices	Frequency	Percentage
ADT	37	58.7
Alarm Hawaii	12	19
Alert Alarm	35	55.555
Frontpoint Security	18	28.6
Hawaii Alarm	13	20.6
Other	1	1.6

19) How many times during the week do you go on the internet?

Choices	Frequency	Percentage
Never	2	3.2
1-2	9	14.3
3-6	11	17.5
7-10	15	23.8
10+	25	39.7

20) Where would you go to find information about a product?

Choices	Frequency	Percentage
Internet research	49	77.777
Reviews	21	33.333
Ratings	24	38.1
Recommendations	11	17.5
Neighbor recommendations	26	41.3
In store	10	15.9
Call in consultation	11	17.5
Other	0	0

22) Which is the most important to safeguard

Choices	Frequency	Percentage
Family members	45	71.4
Electronics	5	7.9
Jewelry	5	7.9
Motor vehicles	4	6.3
Tools	0	0
Confidential documents	1	1.5
Sentimental	3	4.8
	0	0

Appendix E: Graphs

Figure 1

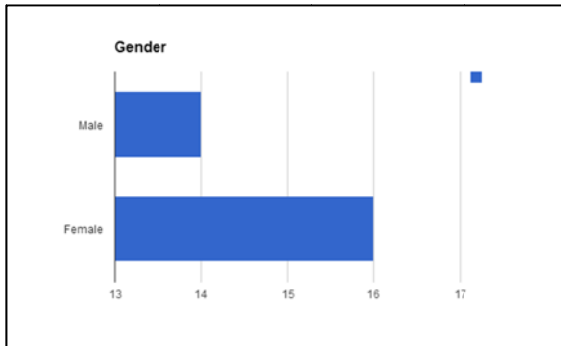


Figure 2

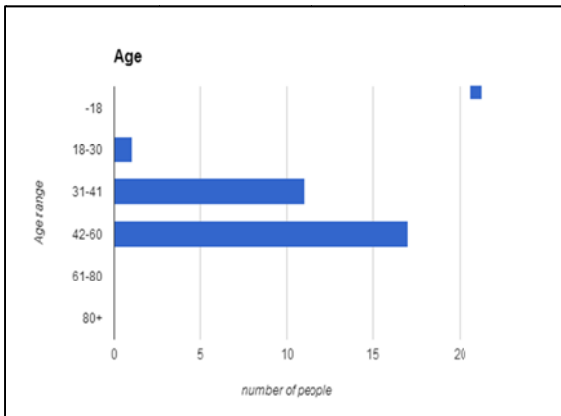


Figure 3

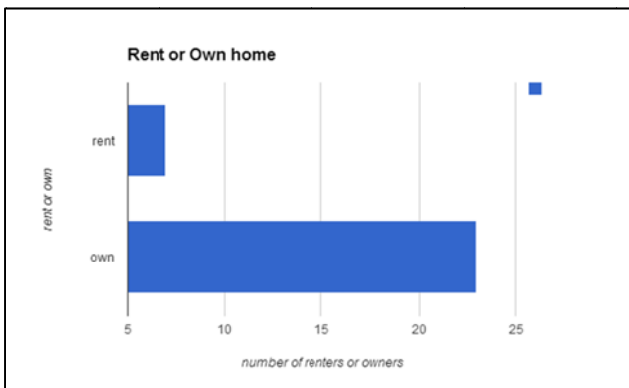


Figure 4

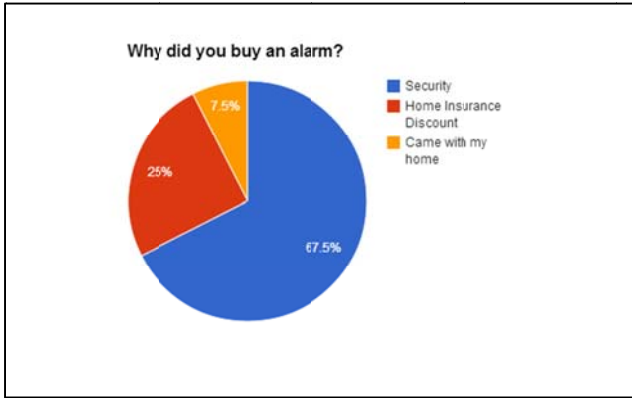


Figure 5

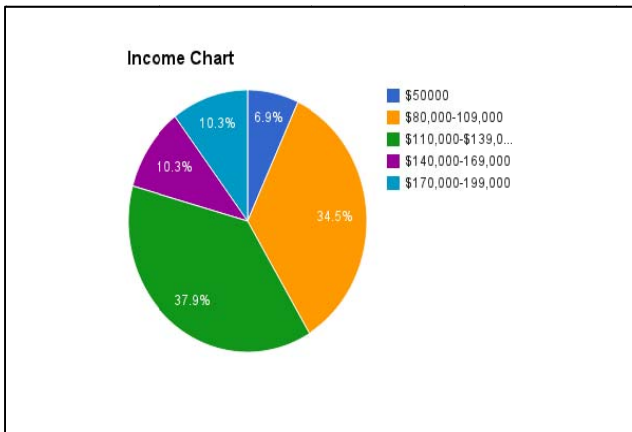


Figure 6

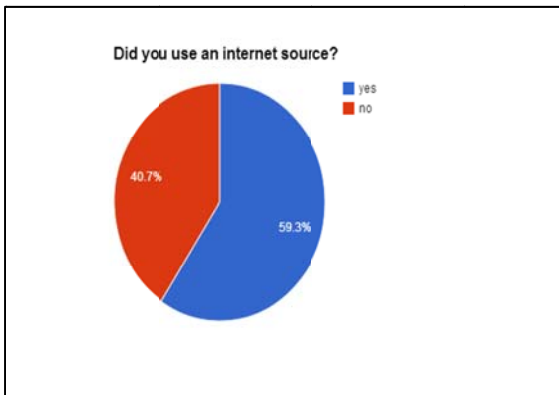


Figure 7

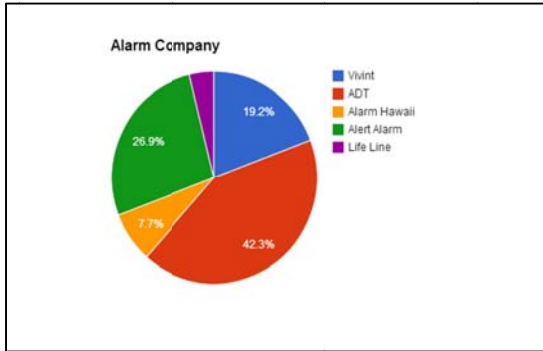


Figure 8

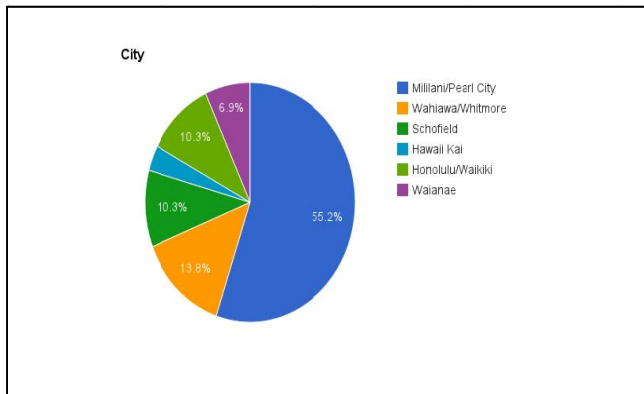


Figure 9

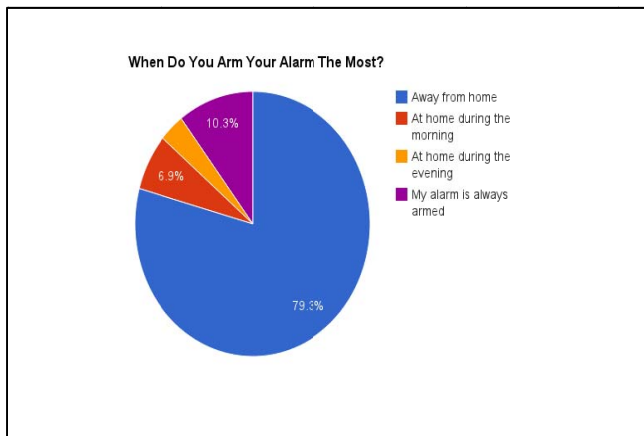


Figure 10

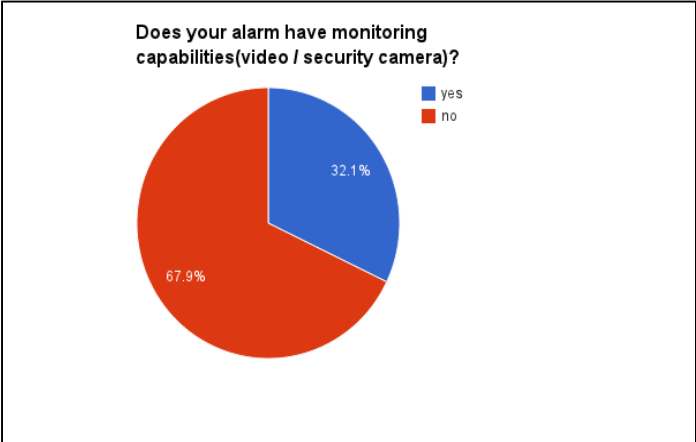


Figure 11

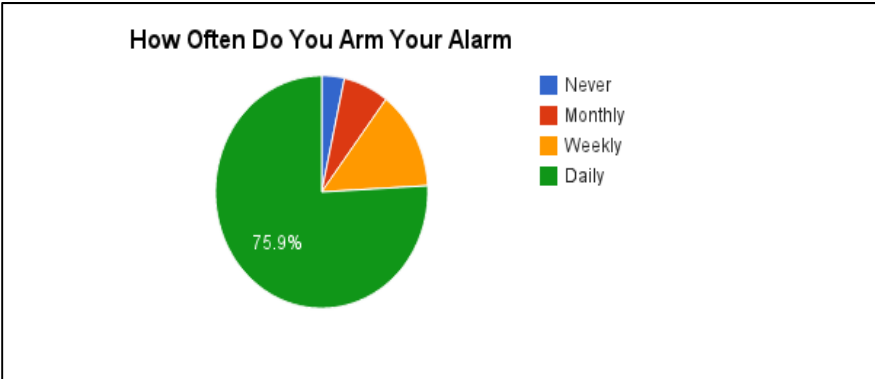


Figure 12

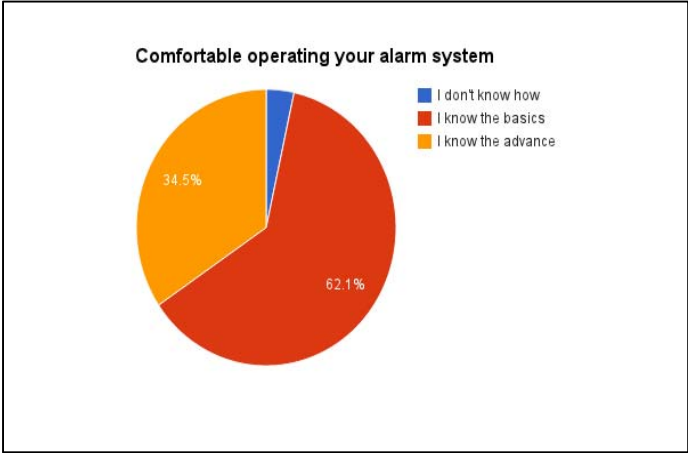
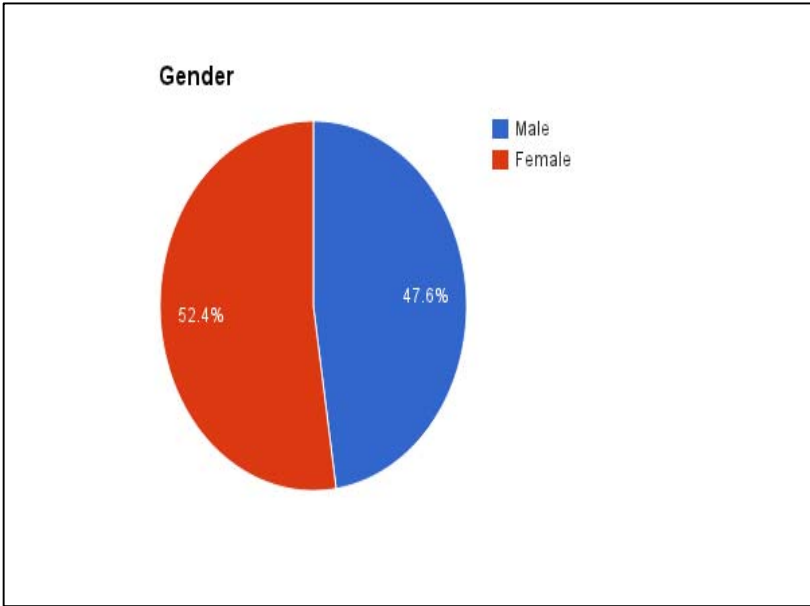


Figure 13



Without Alarms

Figure 14

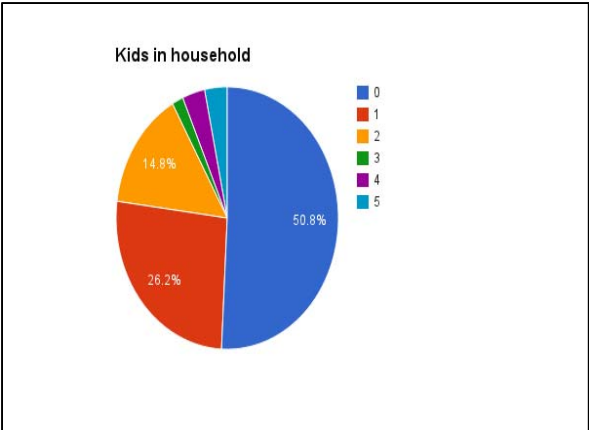


Figure 15

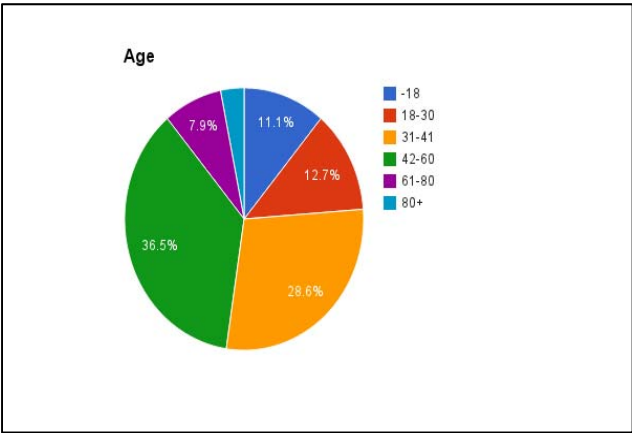


Figure 16

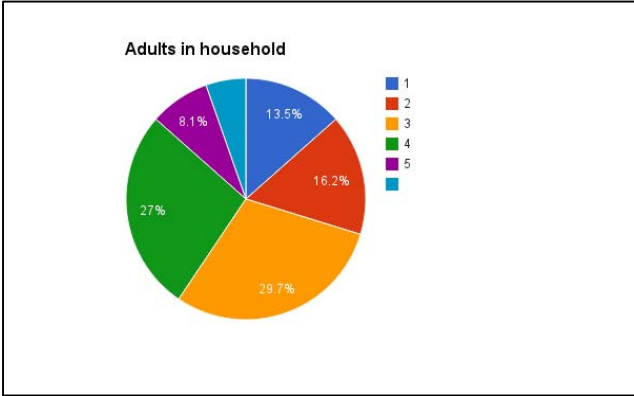


Figure 17

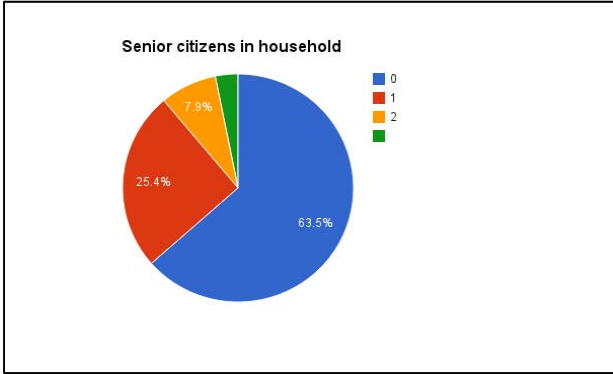


Figure 18

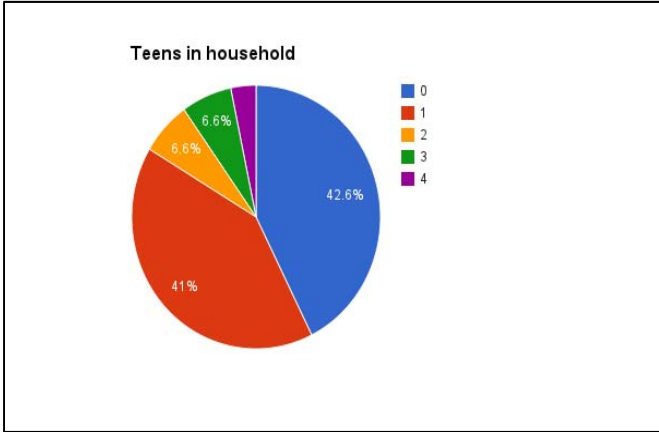


Figure 19

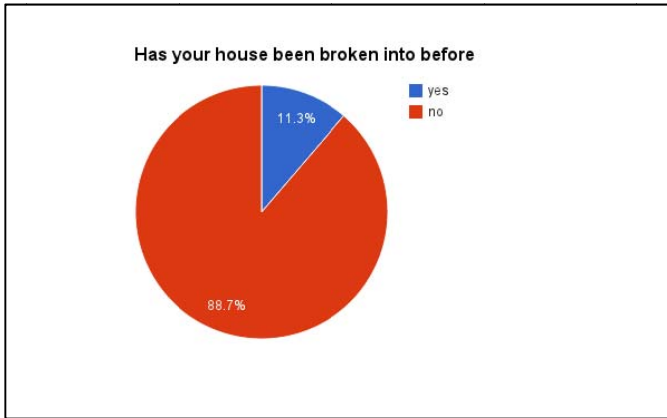


Figure 20

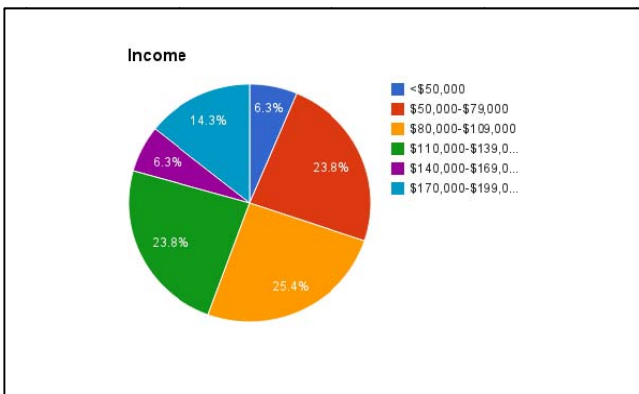
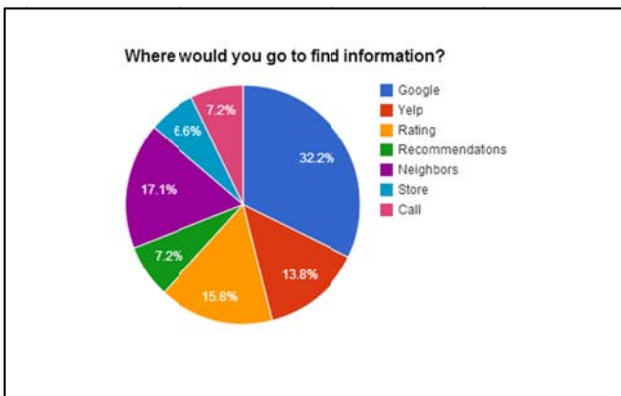


Figure 21



Appendix F: Proposed Logo



Appendix G: Website Design



Protect
Your Peace of Mind
License C-25454
808-791-4357

Service Request	Latest Promo Packages	Latest Products	About Us	Contact
-----------------	-----------------------	-----------------	----------	---------

Title
Picture

Description

Find us on:      



Protect
Your Peace of Mind
License C-25454
808-791-4357

Title

Picture

Description

Description

Title

Picture

Description

Description

Title

Picture

Description

Description

Title

Picture

Description

Description

Find us on:      