

## Products and Services

Speed Snatcher is a sensor that is sold and built separately from the car itself. Our product will be sold in bulk to car dealerships that can be offered with new buyers for every purchase. Our product will also be sold to stores such as, AutoZone or Wal-Mart, to be sold to customers individually. Our product is unique because it is the first and only sensor that has not been built inside only one car, but is offered for any make or model.

The sensor is created using the same technology that is used to make the brake and speed sensors in cars today. The sensor works with the speed sensor by regulating the speed of the car in specific areas that give a maximum speed and takes the guessing out of trying to figure out what the speed limit is in an area. The sensor will work with the brake sensor by recognizing when the car is approaching a red light or stop sign and will slow the car down and stop if the driver does not do so themselves. Our product will be used to keep new drivers to follow the regulations on the road and keep the number of accidents down.

The advantages that our competitors will have over our company are seeing if our product will be successful or if it will crash and if they can work out any minor complications that our product may experience. Our competitors may also find a way to make the quality of their product better than ours. Disadvantages our competitors will have are that our company will be a few steps ahead because our company has already planned how our product will look, the additional services we will need to make the product, the cost of the product, and our company will have already begun to communicate with car dealerships and other companies to get our product into their stores.

The pricing of our products can be found by averaging the cost of the following needed to use with product: a speed sensor, an ABS sensor, and a parking sensor kit. The cost of making the product will be found after averaging the cost of making each of the products needed to work with the Speed Sensor.