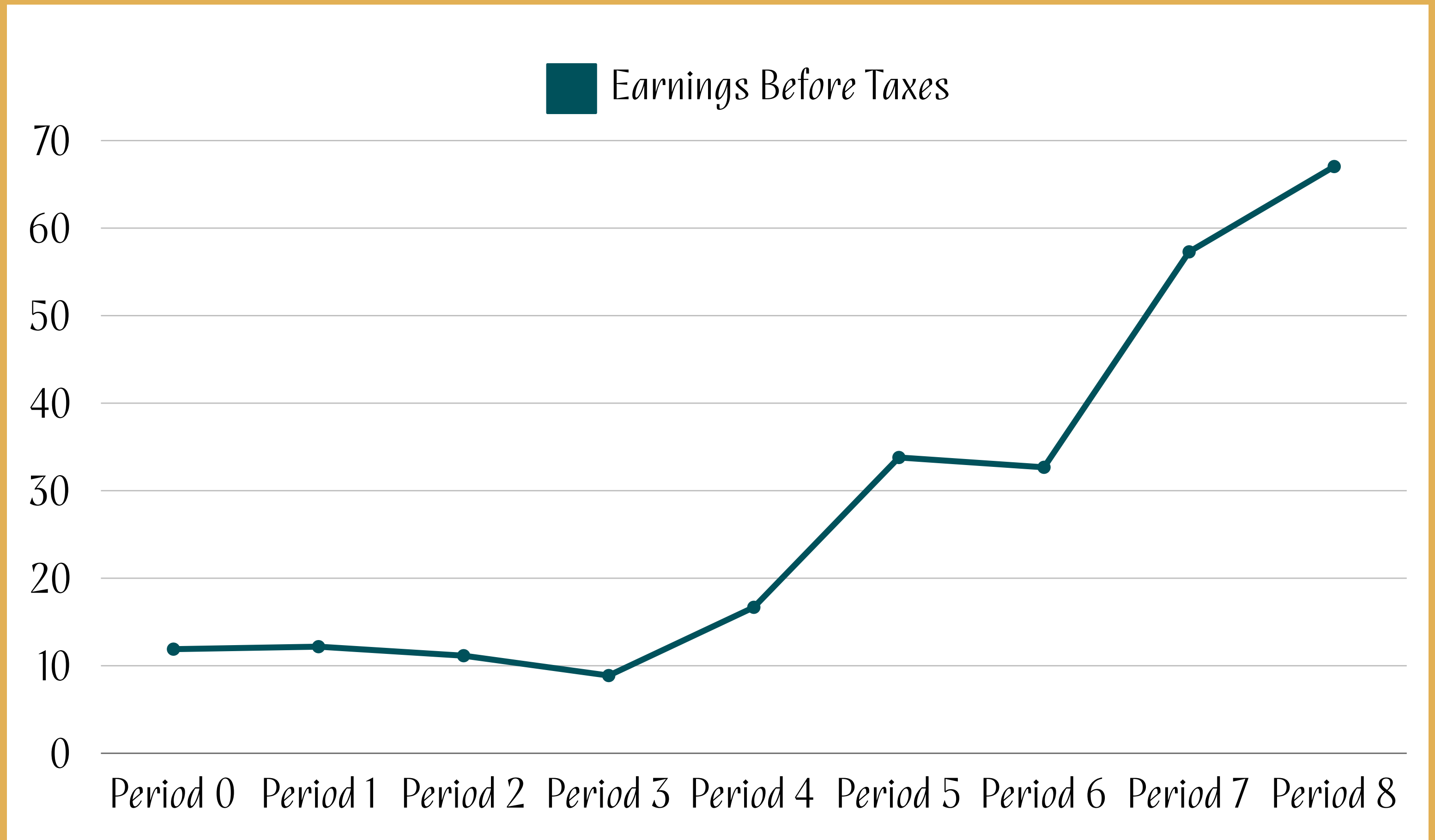
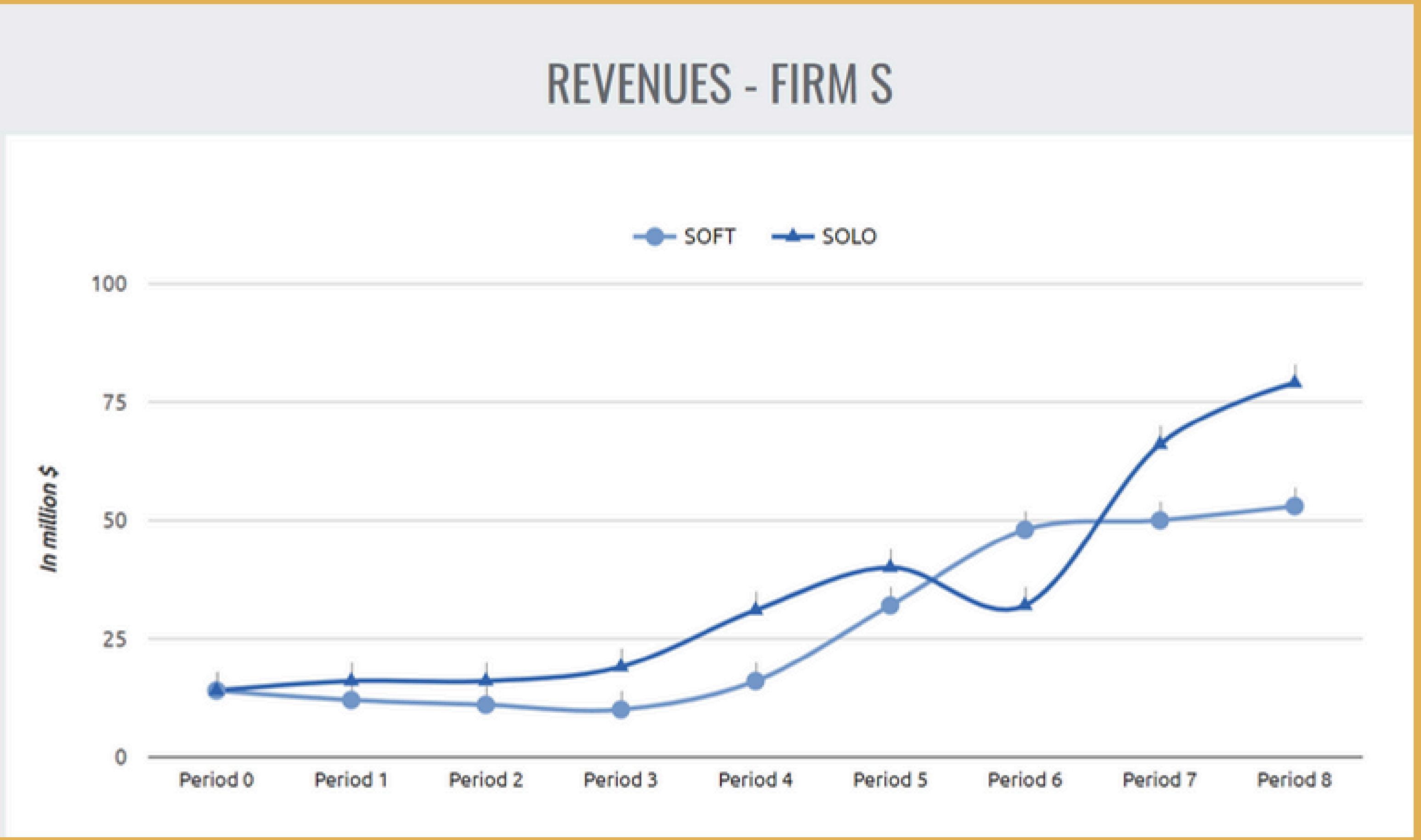
MARKSTRAT Presentation

MARK 4900

Team S2. Caroline Coleman, Ivan Crus, Nina Henry, Sabria Freeman, Rylee Carter,

EBT & Revenues





% Change of EBT:

458%

% Change of Revenue:

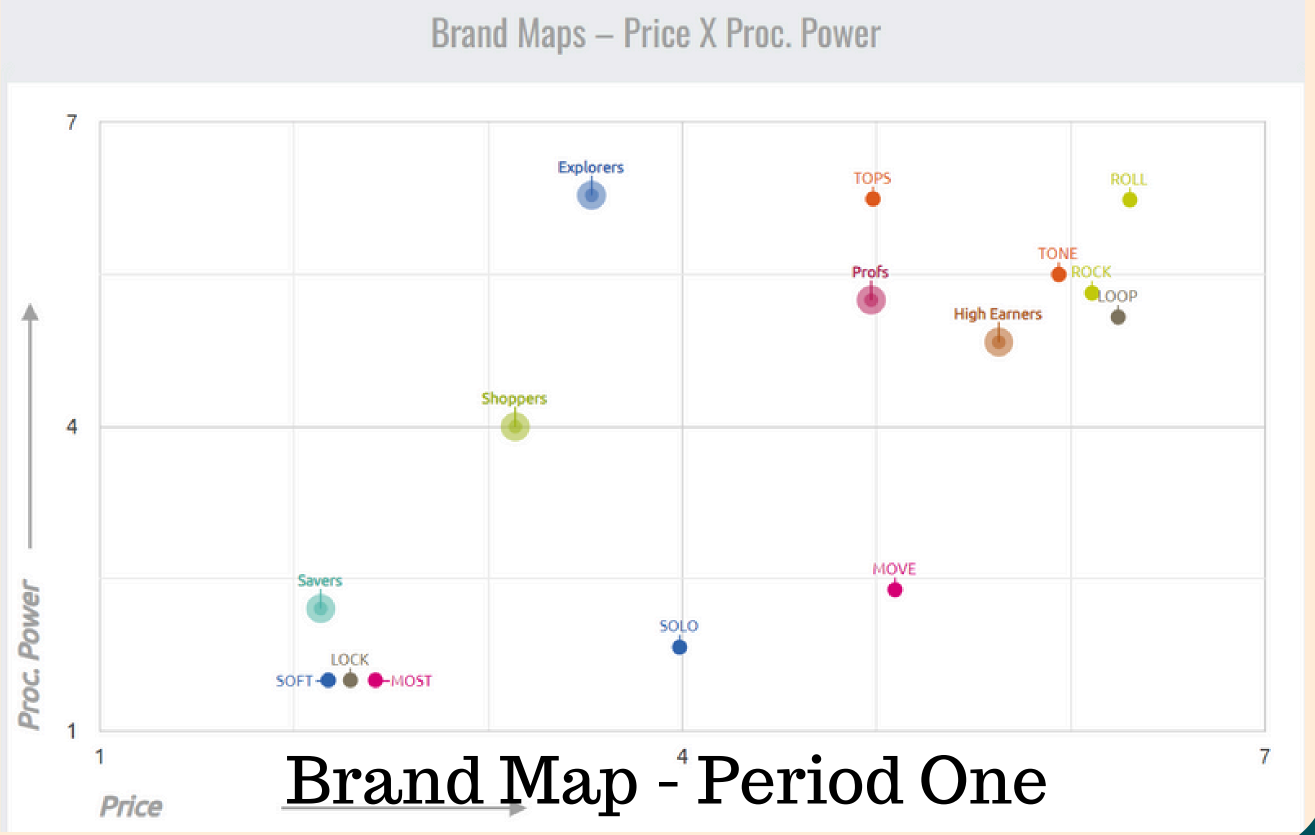
Solo: 394%

Soft: 342%

Period One Brand Map

Target Segments: Shoppers and Savers

Brand Map - Period Zero

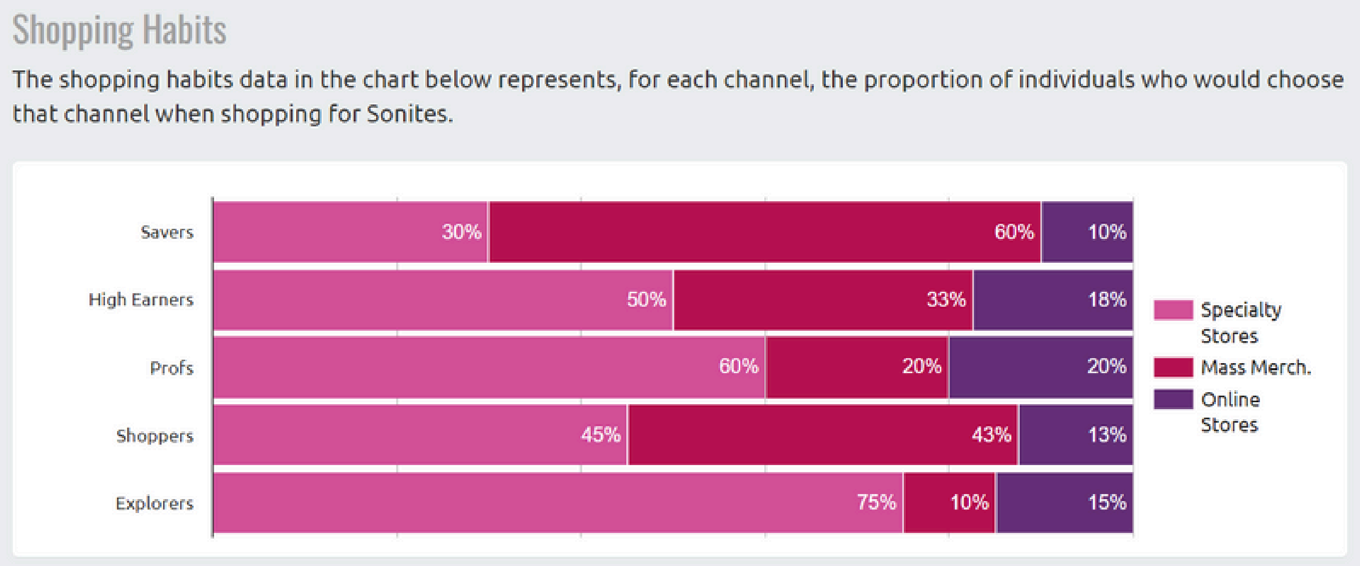


Brand Map - Period One

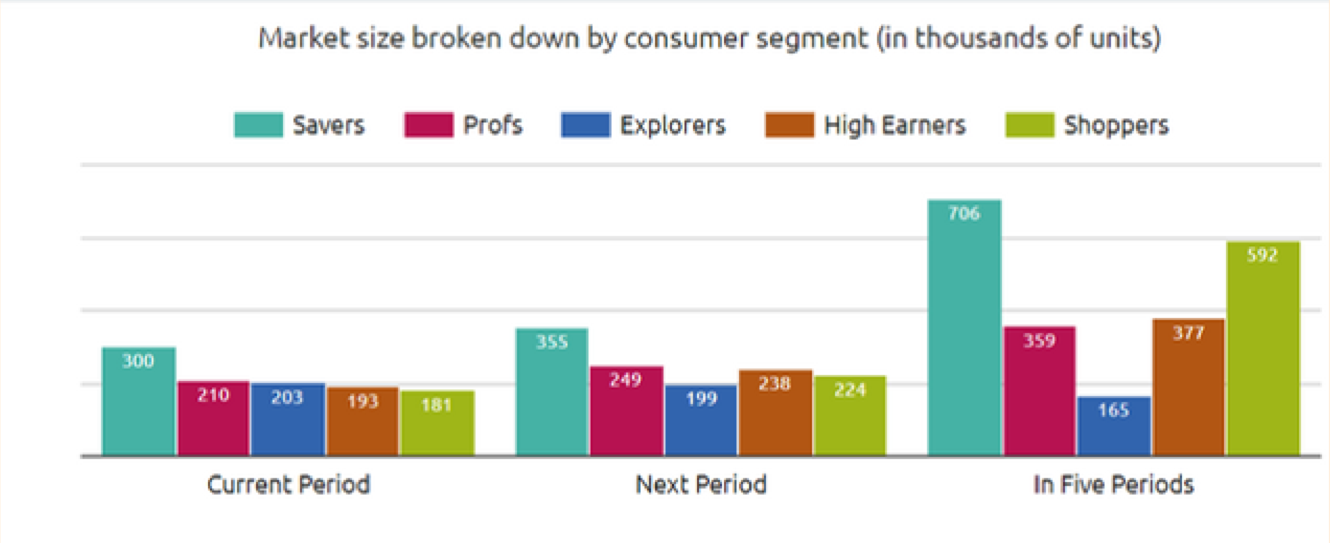
Purchase Intentions: Shoppers and Savers

SOFT	S	3.9%	10.3%	0.9%	0.3%	22.7%
SOLO	S	6.5%	22.8%	2.8%	1.0%	6.9%

Shopping Habits

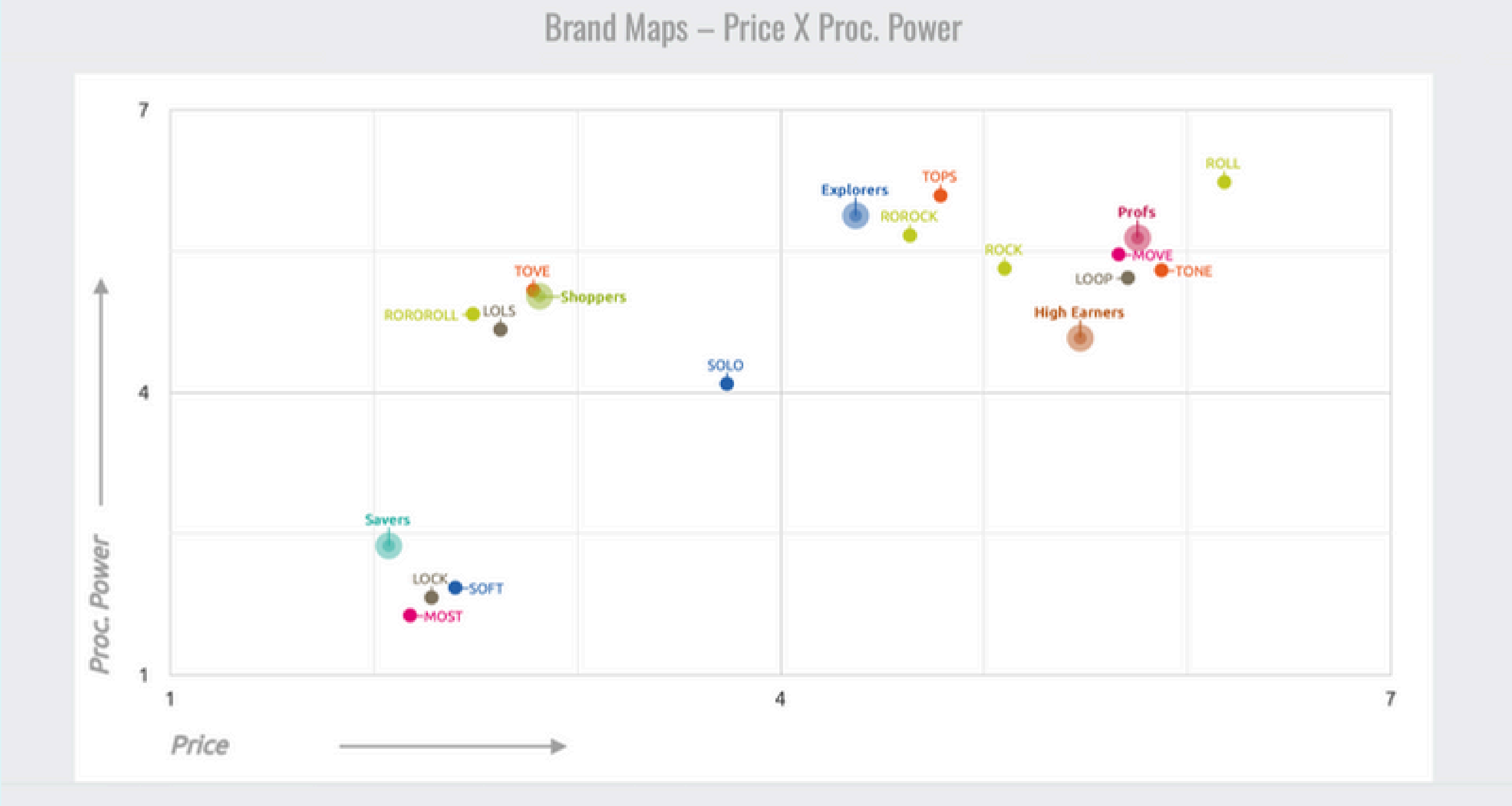


wanted to make sure there we marketed to them in the places they buy the most



Also saw that shoppers and savers market size was predicted to grow a lot

Period Five Brand Map



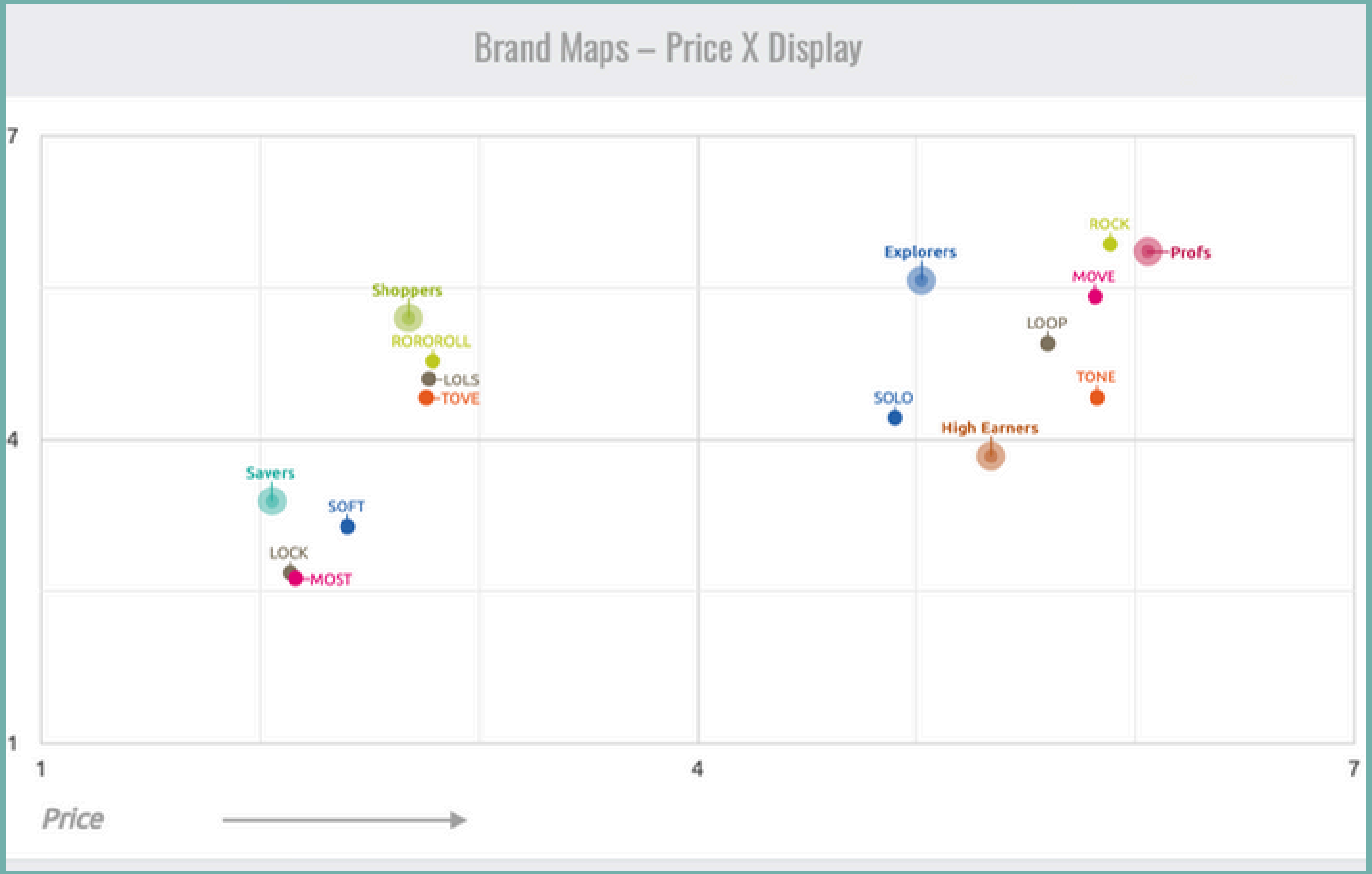
SOFT

Target Segments:	Shoppers	Savers
Brand Awareness:	55%	58%
Purchase Intentions:	4.5%	34.8%
Market Shares:	4.0%	36.5%

SOLO

Target Segments:	Explorers	Shoppers
Brand Awareness:	67%	64%
Purchase Intentions:	6.1%	26.6%
Market Shares:	5.6%	26.3%.

Final Period Brand Map



SOFT

Target Segments: Savers

Brand Awareness: 59%

Purchase Intentions: 40.2%

Market Shares: 43.7%

Note: Explorers had 70% Brand Perception but 1.2% in Purchase Intentions

SOLO

Target Segments: High Earners

Brand Awareness: 64%

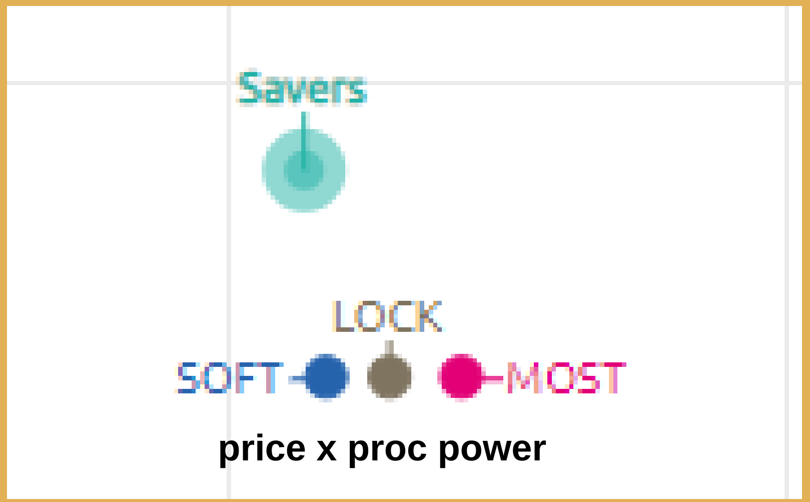
Purchase Intentions: 56.2%

Market Shares: 58.2%

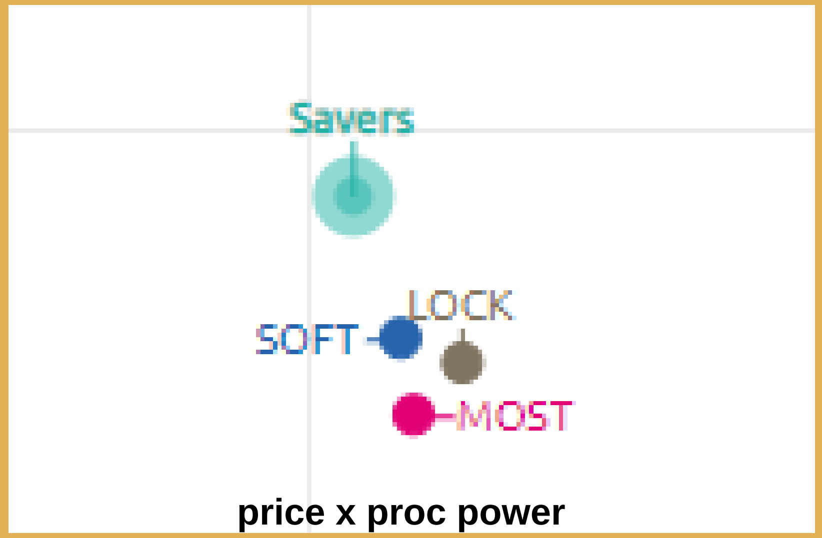
Our Competition SOFT

Our Strategy: target savers with our soft product line

P1



P4



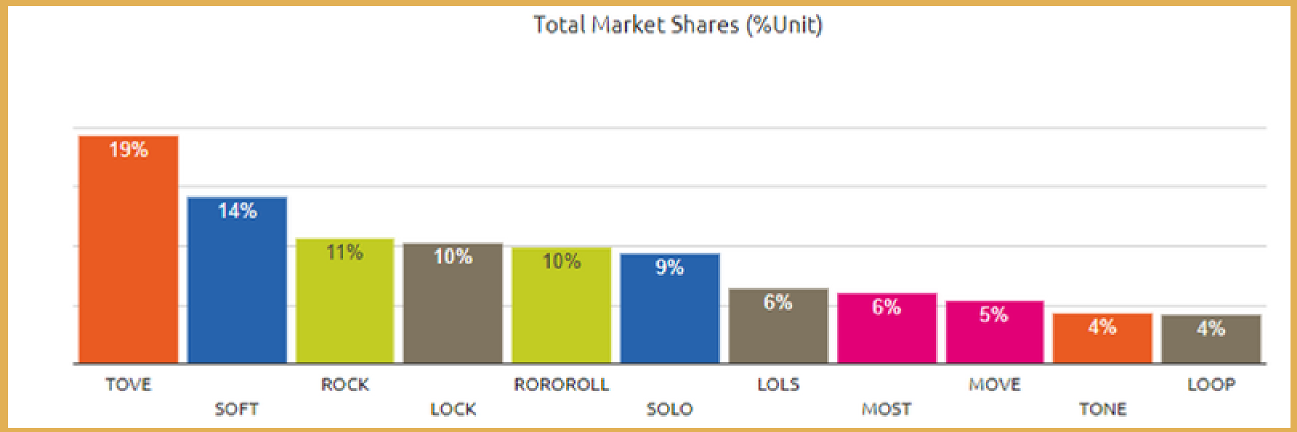
Biggest Competitiors (Target Market):

- Lock
- Most

Gaining Competitive advantage:

- Proc. Power is 2nd most important characteristics for consumers
- We optimized processing power and other components to fit savers

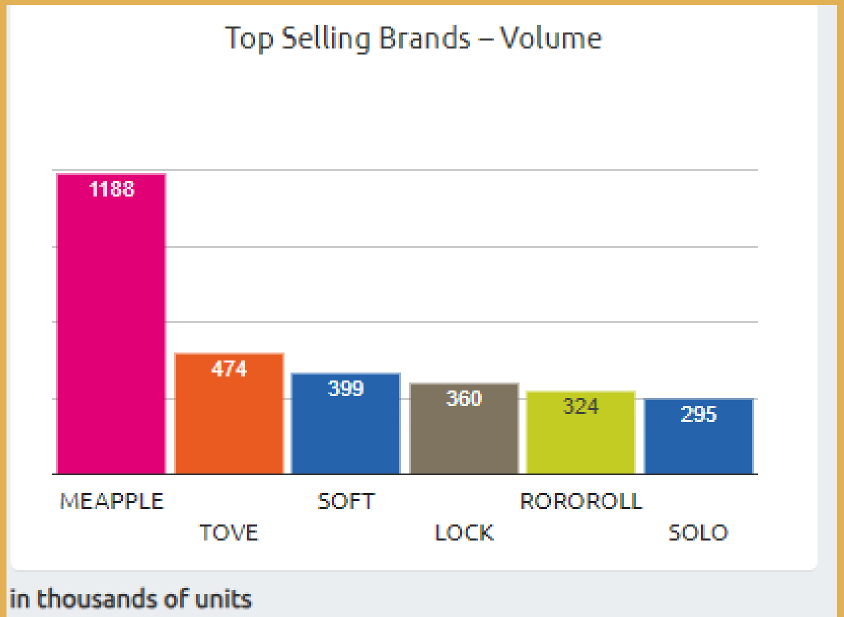
P8



Biggest Competitiors (Overall):

- Meapple
- Tove

P8



Gaining Competitive advantage:

- Finished P8 in top 3 sales volume
- Top 2 market share
- Later rounds we heavily focused on increasing sales team (Mass Merch.)
- targeted MOSTLY savers in late rounds

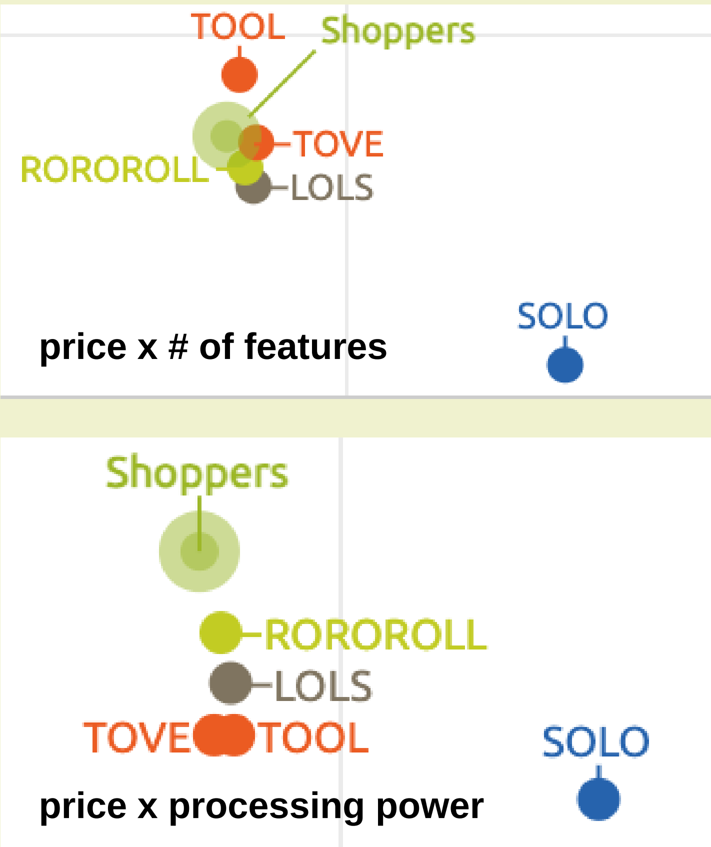
Our Competition SOLO

Our Strategy: tailored our product towards shoppers

Period 1

Period 4

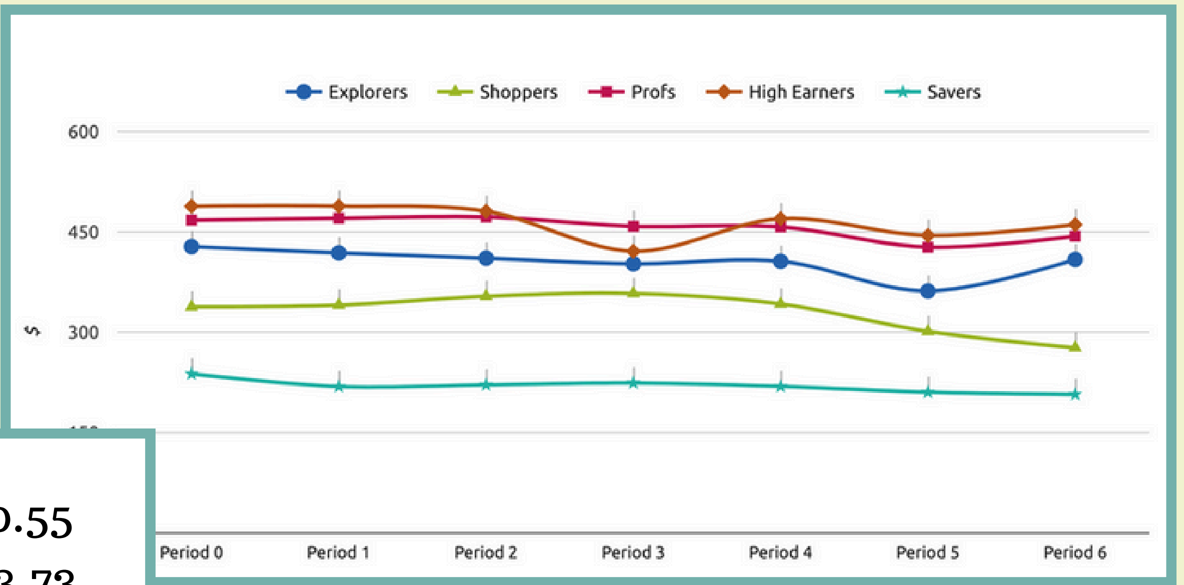
Period 6



What we did: increased our advertising expenditures and attempted to better target shoppers

What we should have done: lowered our price point to be more competitive and engage in more R&D projects to better position our brand

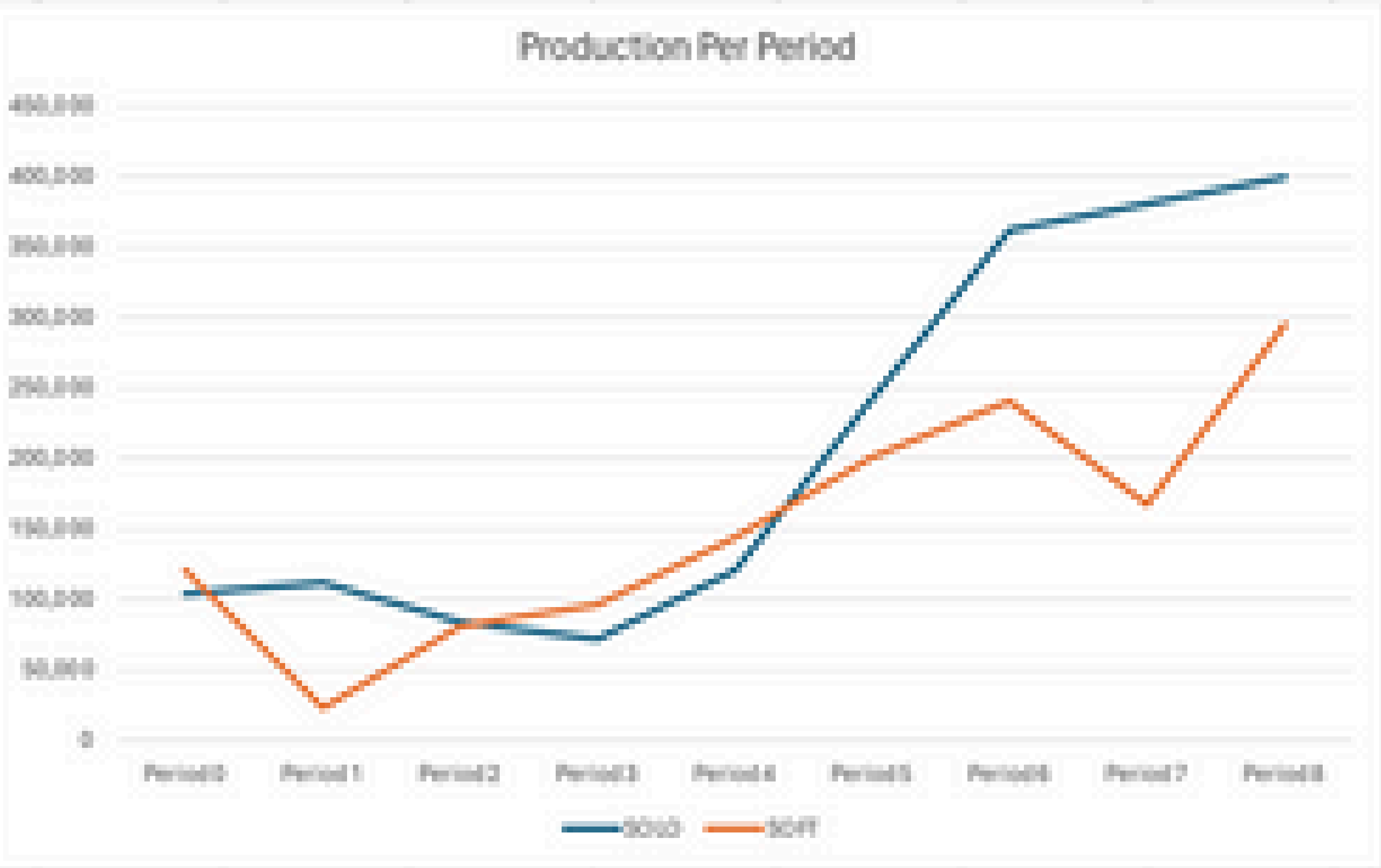
Average Market Price by Segment



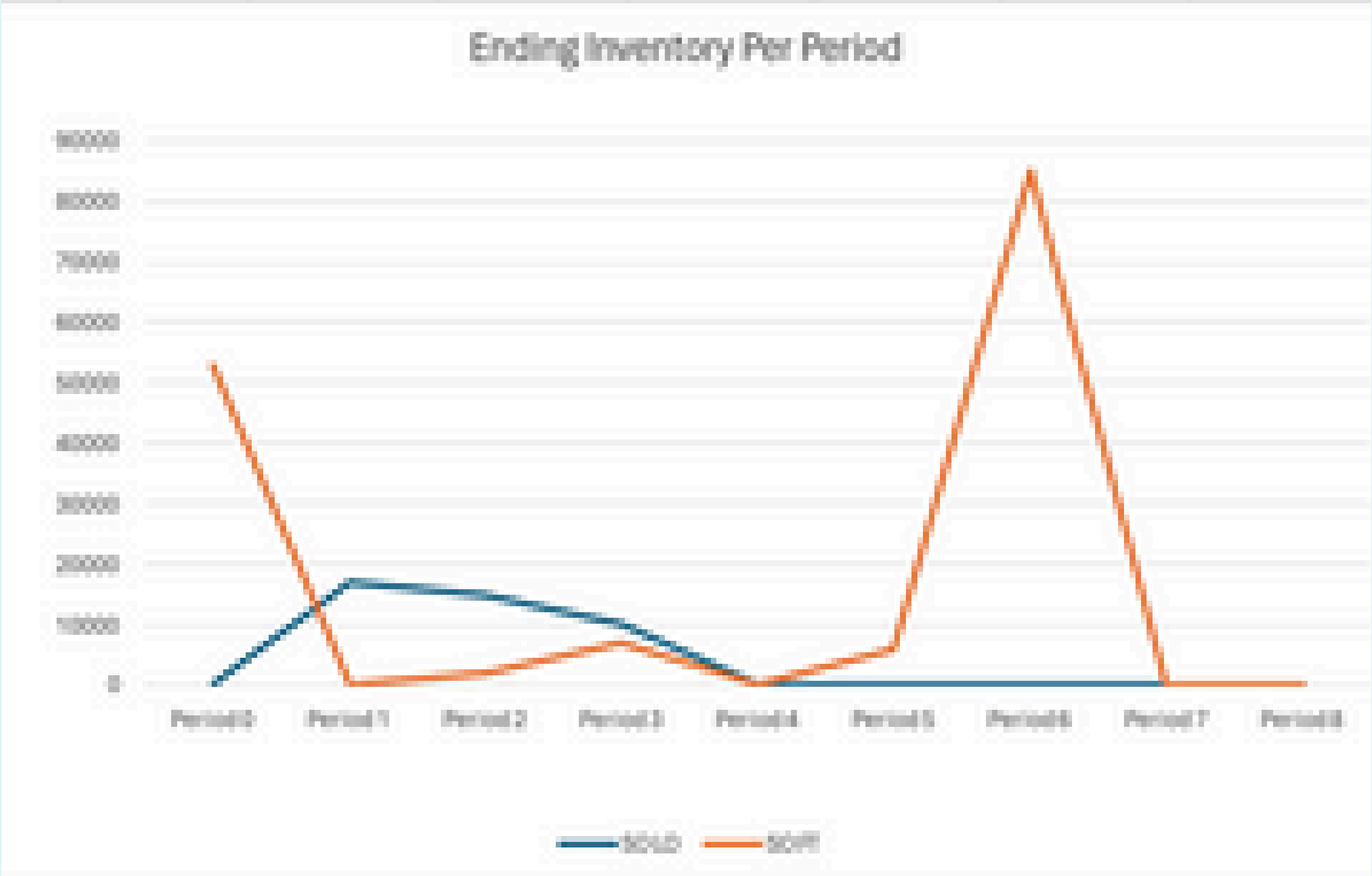
Period 1: $340.55
Period 2: $353.73
Period 3: $358.03
Period 4: $342.23
Period 5: $301.21
Period 6: $276.95

Our Price: $320

Inventory and Production

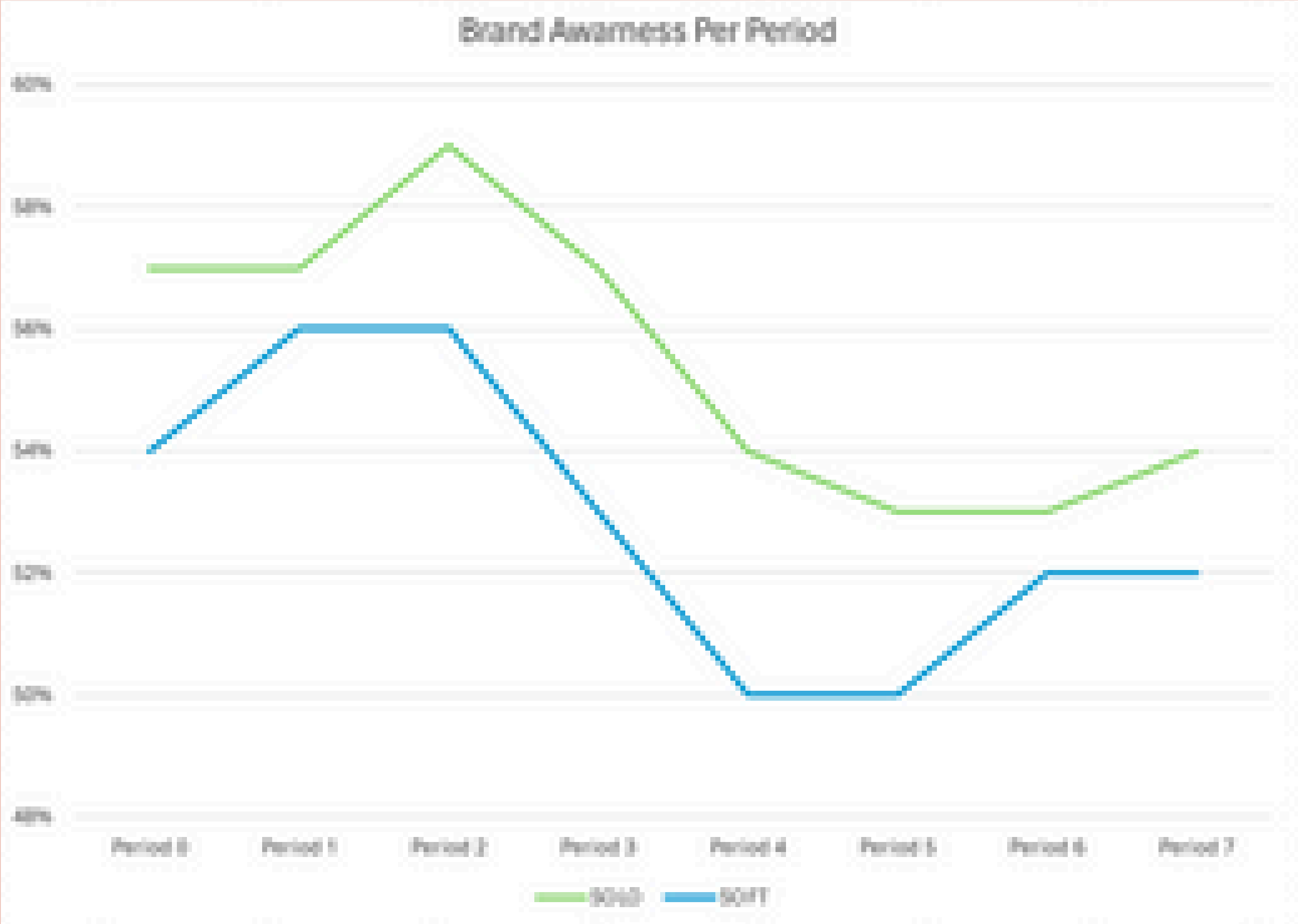


- Our production steadily increased with each period to meet demand.
- As we sold more, we increased production alongside that.
- With period 7, we had leftover SOFT units, so there wasn't a need to produce as much.

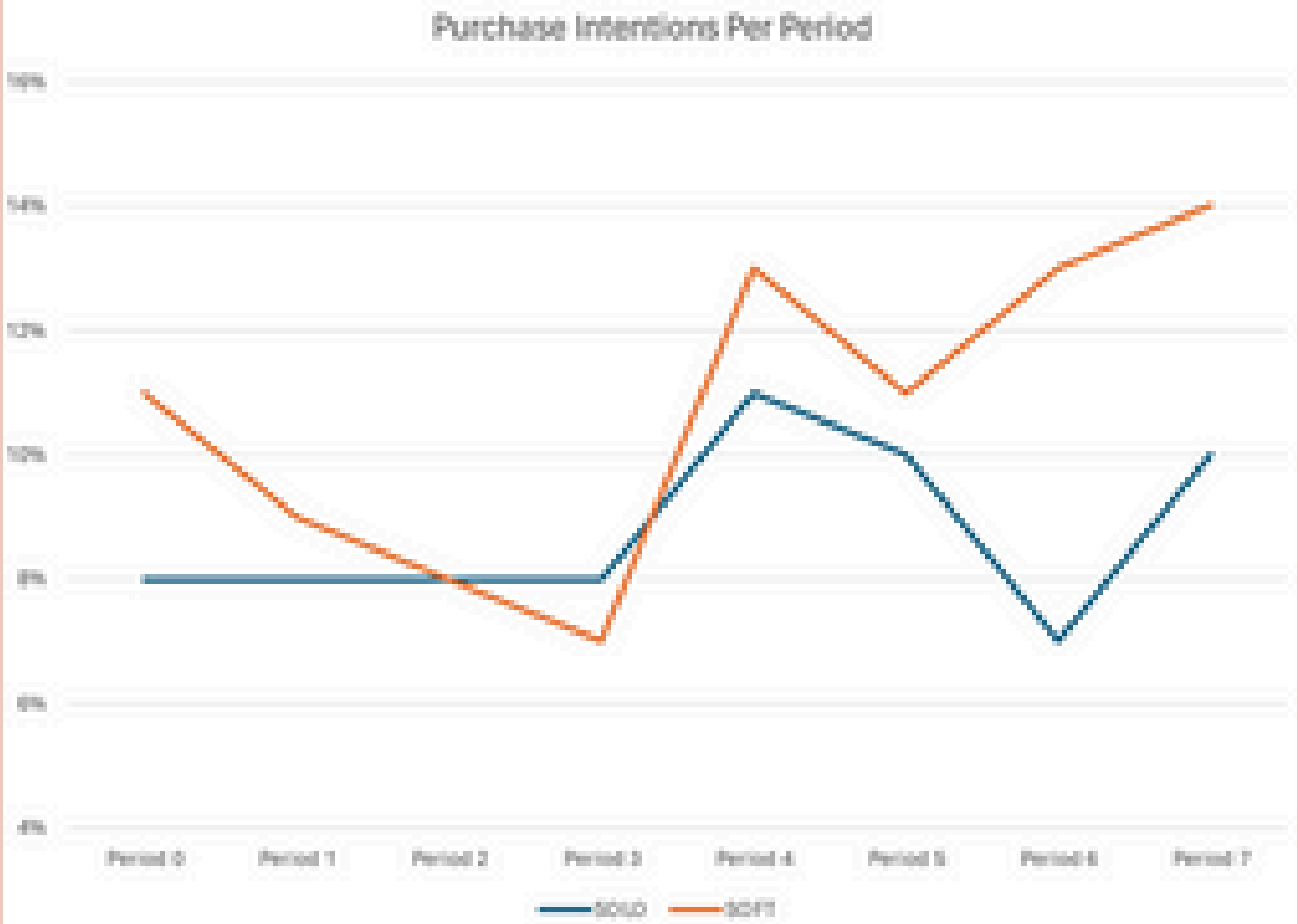


- With most periods, we sold out.
- Our ending inventory was almost always zero, so to combat that we produced the same amount as the previous period with a slight increase to handle the demand.

Brand Awareness and Purchase Intentions

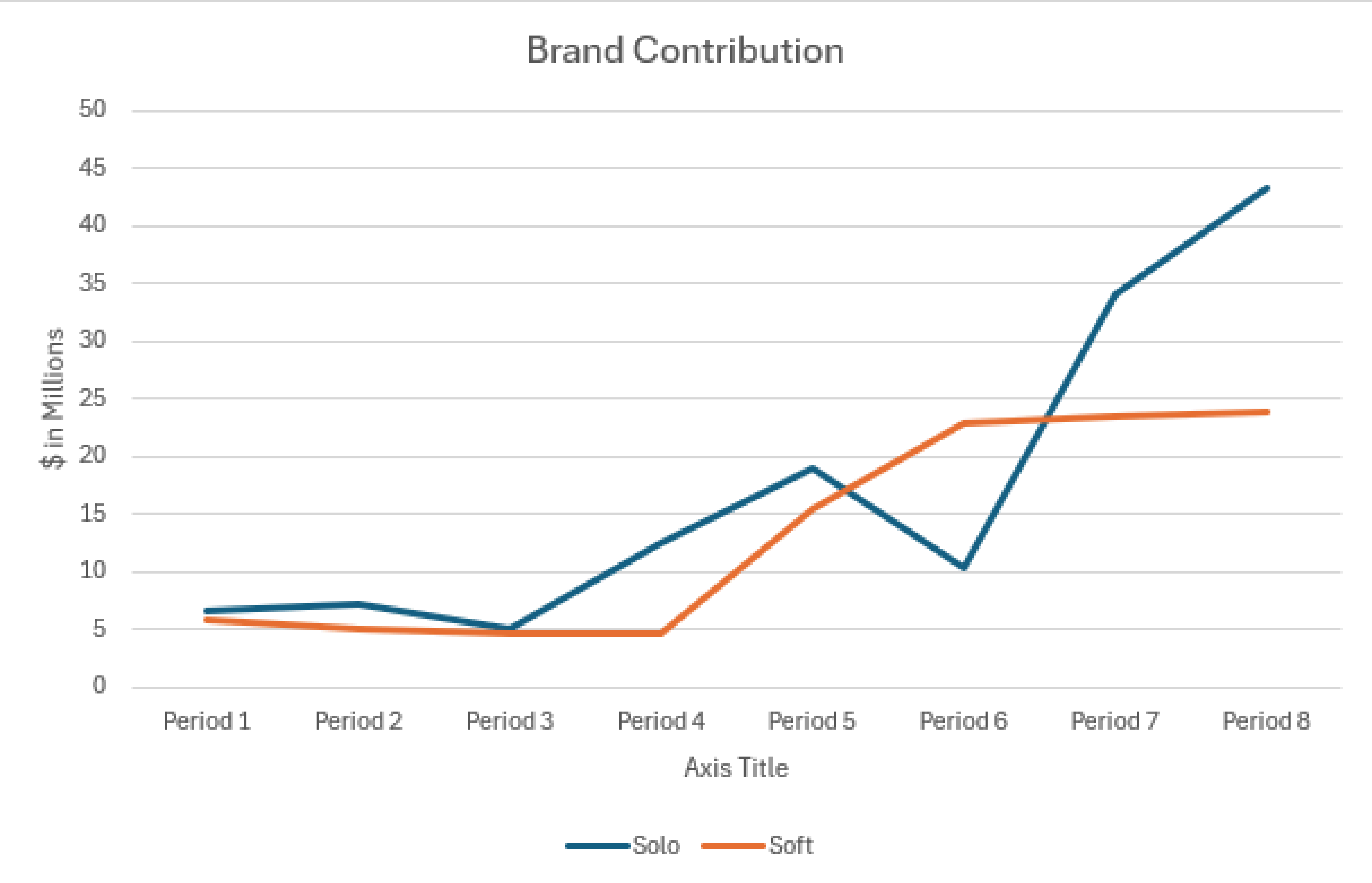


- Our brand awareness didn't have any significant changes over each period.
- It never dropped below 50% but never above 60%.
- In period 4, our brand awareness dipped down, which may be due to a competitor introducing a new product.



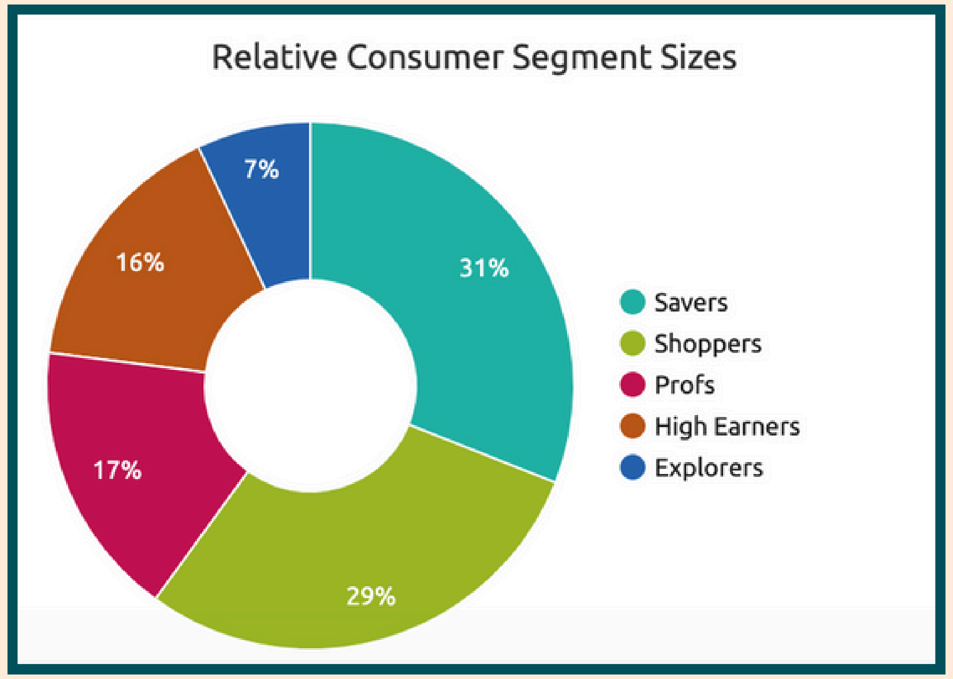
- While the graph of our purchase intentions seems like there is a lot of variation, there wasn't a drastic change between periods.
- It's interesting to note that while our brand awareness for period 4 dipped, the purchase intentions spiked.

Brand Contributions



- Brand Contribution allowed for us to see brand performance as well as monitor our marketing and variable costs
- In Period 4, Solo's brand contribution significantly increased to 12.56 indicating much stronger performance when compared to Soft, which made us pivot our focus to strengthen Soft.
- In Period 7, Both Solo and Soft experienced significant increases in brand contribution, with Solo reaching 34.073 and Soft reaching 23.436. However, Solo maintained a higher brand contribution compared to Soft.

Period 6:



Market Share

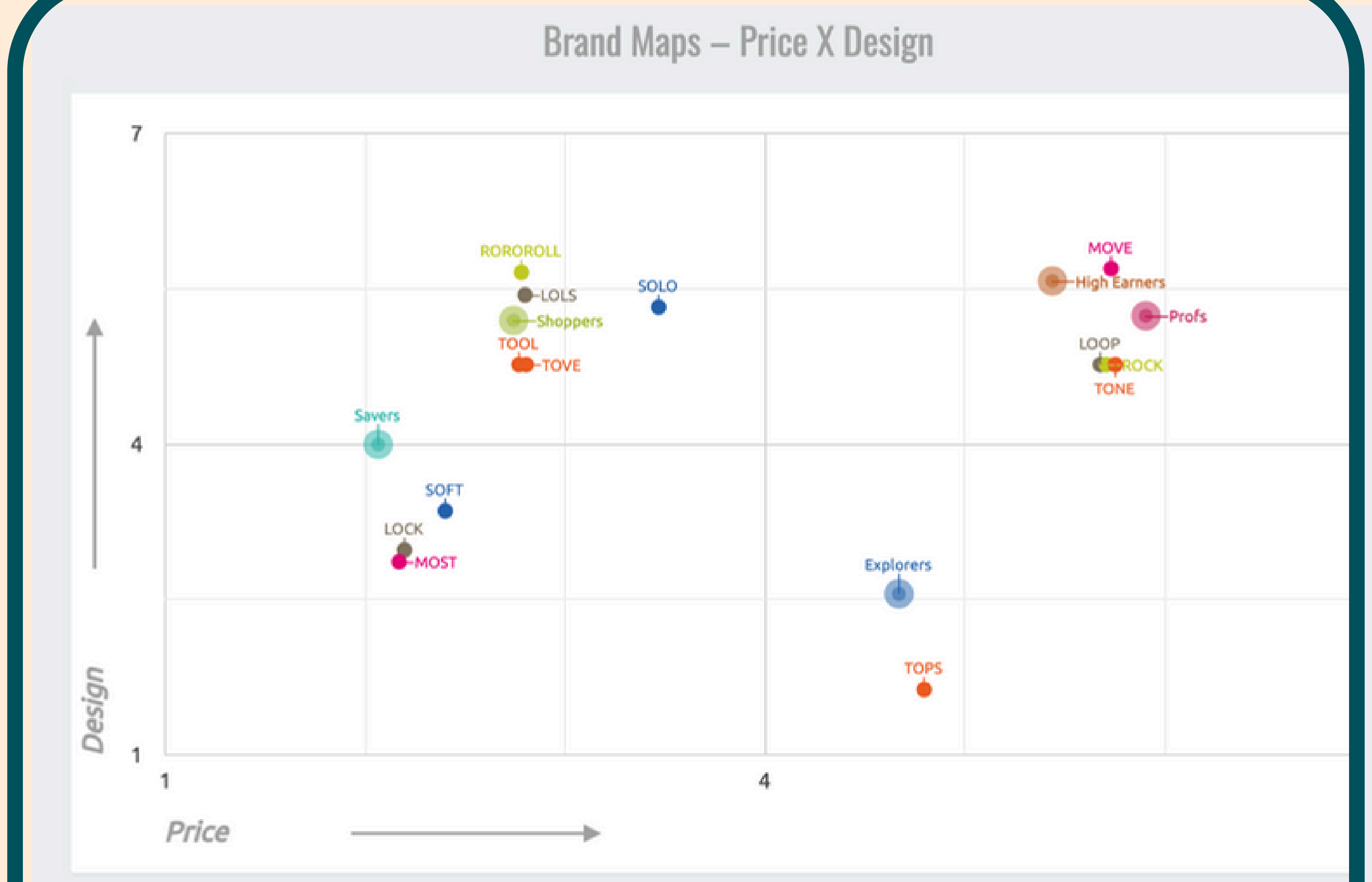
- 15.9% of Shoppers
- 2.5% of High Earners
- 0.6% of Shoppers
- 58.2% of High Earners

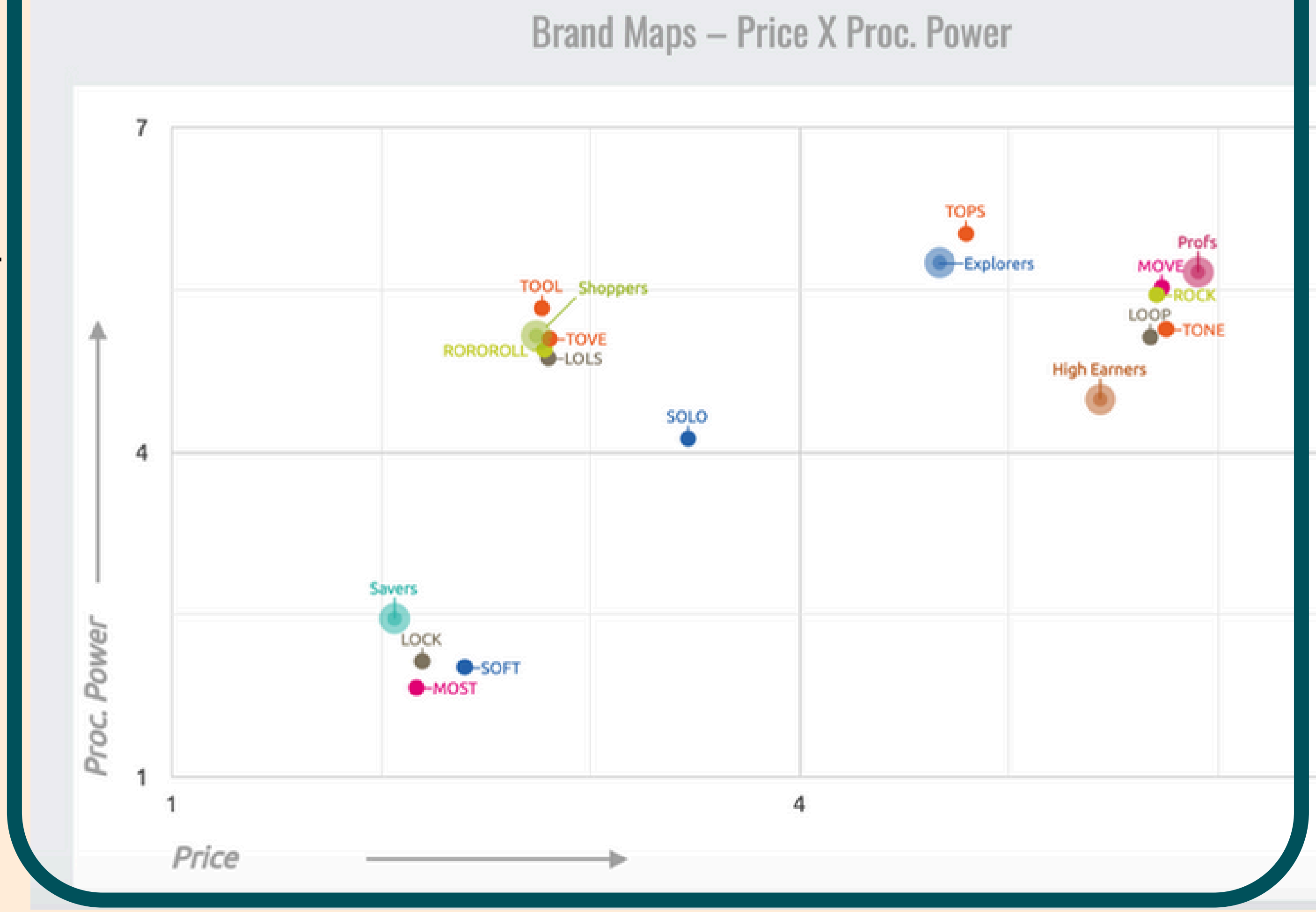
Contribution after Marketing

- $10,394
- $34,073

Turning Point

Period 6





Period 7