

**Hofstra University**

**Marketing Strategy Plan Project**

**VacZoom**

**by**

**Group 4**

**Afifa Khanam, Andrew Lazzara, Badrinath Batule, Grace Cergol, Hannah Geller, Myles  
Hall and Videsha Harinarayan**

**MKT 203A Marketing Analysis & Management  
Prof. Dr. Boonghee Yoo**

**December 16th, 2024**

## Table of Contents

<b>I.</b>	<b>Members' Contribution Summary.....</b>	<b>3</b>
<b>II.</b>	<b>Abstract.....</b>	<b>4</b>
<b>III.</b>	<b>SWOT Analysis of existing products.....</b>	<b>5</b>
<b>IV.</b>	<b>Consumer Needs.....</b>	<b>7</b>
<b>V.</b>	<b>New Product Idea.....</b>	<b>9</b>
<b>VI.</b>	<b>First Print Advertisement.....</b>	<b>11</b>
<b>VII.</b>	<b>Product Competitiveness.....</b>	<b>12</b>
<b>VIII.</b>	<b>Market Segmentation and Target Market.....</b>	<b>15</b>
<b>IX.</b>	<b>Brand Positioning.....</b>	<b>22</b>
<b>X.</b>	<b>Pricing and Design Quality.....</b>	<b>26</b>
<b>XI.</b>	<b>Marketing Strategy.....</b>	<b>28</b>
<b>XII.</b>	<b>Final Performance forecast.....</b>	<b>30</b>
<b>XIII.</b>	<b>References.....</b>	<b>32</b>
<b>XIV.</b>	<b>Appendix.....</b>	<b>33</b>

# **I. Member's Contribution**

	Badrinath	Grace	Hannah	Myles	Videsha	Afifa	Andrew
Have to describe what each member of the group did using these keywords - writing, survey creation, data analysis, tabulation drawing, and editing	<ul style="list-style-type: none"> <li>- Helped create survey 1 &amp; 3</li> <li>- Market Segmentation &amp; Target Market Data Analysis</li> <li>- Brand Positioning Data Analysis</li> <li>- Making sure of overall report structure is aligned with project writing guidelines</li> </ul>	<ul style="list-style-type: none"> <li>-Wrote the SWOT Analysis</li> <li>-Gathered the Means-End Survey 1 Results</li> <li>-Create Marketing structure</li> </ul>	<ul style="list-style-type: none"> <li>-Helped create survey 2</li> <li>-Created the first print ad</li> <li>-create marketing structure</li> </ul>	<ul style="list-style-type: none"> <li>-Helped create survey 1</li> <li>-Wrote the abstract</li> <li>- Pricing and Design Quality data analysis</li> <li>- created SWOT analysis and Design Score PPT slides</li> </ul>	<ul style="list-style-type: none"> <li>- Helped create survey 1</li> <li>-Analyze SWOT analysis</li> <li>-Gather the results for survey 3</li> <li>-New Product Idea</li> <li>-Edit Survey 3</li> <li>-Create Survey 4 and 5</li> <li>- Complete Final Performance forecast</li> </ul>	<ul style="list-style-type: none"> <li>-Helped Create survey 3</li> <li>- Market Segmentation &amp; Target Market Data Analysis</li> <li>- Brand Positioning Data Analysis</li> </ul>	<ul style="list-style-type: none"> <li>-Helped create survey 2</li> <li>-Gathered the results for survey 2</li> <li>- Quadrant Analysis/Product Competitiveness</li> <li>- create pricing and design quality</li> </ul>

## **II. Abstract**

Our team introduces The VacZoom, an innovative vacuum cleaner designed to redefine home cleanliness with multifunctional capabilities. The VacZoom offers powerful suction, mopping capabilities for hard surfaces, and UV light detection and disinfection to ensure a comprehensive cleaning experience. With a dedicated app, users can scan their home to assess dirt levels, identify areas that need the most attention, and uncover hidden germs that are not visible to the naked eye. VacZoom, for a superior clean!

In Part 1 of our project, we conducted a three-phase survey analysis to refine VacZoom's features, evaluate its competitiveness, and identify key market segments. Our initial survey targeted consumer needs, revealing a high demand for a durable, all-in-one cleaning device that saves time, money, and ensures thorough cleanliness. Building on these insights, the second survey evaluated VacZoom's competitiveness in the market using the quadrant analysis, highlighting strengths in a versatile device with multiple capabilities such as surface versatility, and UV disinfection. Finally, the third survey focused on market segmentation, helping us identify primary consumer demographics and preferences, which laid the groundwork for targeting VacZoom's marketing efforts effectively.

Part 2 of our project will consist of repositioning VacZoom against leading vacuum brands, addressing both competitive advantages and areas for potential improvement. By leveraging consumer insights from our data collection process, we will evaluate the internal reference pricing to ensure VacZoom's perceived value aligns with pricing expectations in the premium vacuum market. And our product design survey will further refine these insights to provide final guidance on pricing. Our marketing strategy will encompass a robust distribution plan, combining traditional and digital promotions to capture market attention. Additionally, our brand strategy will extend VacZoom into a potential product line, introducing complementary offerings for expanded consumer engagement. Lastly, our financial forecast over the next decade will project revenues, operational costs, and profit margins, highlighting VacZoom's potential as a profitable, long-term investment. This comprehensive approach ensures VacZoom is poised to capture substantial market share, positioning it as a leader in home cleaning innovation.

### III. SWOT Analysis

We conducted a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) analysis of existing services in the Vacuum industry to help in comprehending what the consumer needs and new product development. We analyzed companies like Dyson, Shark, Hoover etc. Each of these companies have the same goal - to make cleaning your home, workspace, any place at all, easier to clean with robotic vacuums. A visual of our SWOT analysis can be seen below.

#### Strengths

- **Brand Recognition:** Well-established brands like Dyson, Shark, and Hoover maintain a strong market presence and cultivate customer loyalty (Industry Research Biz, 2024). At VacZoom, we plan to do the same and have the same level as the best of the best like Dyson as far as brand recognition. We'll do market research as to how we can stay ahead of the competition and promote proactively.
- **Innovation:** Companies invest in development and research, resulting in advanced features such as robotic vacuums, cordless products, and filtration systems that are ever evolving (Fortune Business Insights, 2024). Here we differentiate ourselves by adding in built in UV light highlights that eliminates any harmful bacteria.
- **Diverse Product Range:** A large selection of products takes into consideration different market segments. These include residential, commercial, and specialized cleaning needs (Fortune Business Insights, 2024). VacZoom intends to have all functions for our product that meet each need for each space.
- **Established Distribution Channels:** Thorough distribution networks, both online and offline, produce more accessibility within the market (Fortune Business Insights, 2024).

#### Weaknesses

- **Intense Competition:** The saturated vacuum market leads to aggressive pricing strategies and shrinking profit margins (Fortune Business Insights, 2024). So as a new brand, we have to get as competitive as we can to hang with these larger companies. We could start with incentivizing programs and add in discounts so that consumers are more prompted to buy.
- **Dependence on Physical Retail:** A ton of these big brands rely on brick-and-mortar stores, limiting their flexibility in a rapidly digitizing marketplace. We plan on using the online market to our advantage as many consumers are now buying through online ads.
- **Product Complexity:** As technology becomes a big part of the market, some buyers may find newer products harder to use as they may get too complex (Industry Research Biz, 2024).
- **Brand Fatigue:** Established brands, like Toshiba, may find it difficult to attract younger consumers who prefer newer, trendier alternatives (Fortune Business Insights, 2024).

## Opportunities

- **Sustainability Trends:** The growing demand for eco-friendly products presents companies with chances to innovate using sustainable materials and energy-efficient designs (T.N.A, 2019).
- **Smart Home Integration:** The increasing interest in smart home technology provides opportunities to connect vacuum cleaners with other smart devices (Fortune Business Insights, 2024).
- **Emerging Market Expansion:** The expanding middle class in up and coming locations offers an incentive for new customers to consider these products (Fortune Business Insights, 2024). This would be a great opportunity for VacZoom to capitalize in these areas.
- **E-commerce Growth:** Online shopping can be utilized to reach a wider audience and reach target markets. This also will allow us to not focus so much on the physical retail market, saving costs elsewhere.

## Threats

- **Economic Challenges:** When the economy isn't doing too well, it may be harder for these more expensive electronic vacuum cleaners to get sold as people are probably going for the cheaper option. We would like for every homeowner to be able to have a VacZoom in their house.
- **Rapid Technological Advancements:** Technology can change in an instant at any time so we have to keep up with the trends and the more modern technology.
- **Competition from New Entrants:** New competitors coming out with more up to date products and competitive pricing with our brand, can disrupt the market.
- **Supply Chain Issues:** The supply chain issue within product production, can lead to delay and higher cost. This may set a bad reputation for the brand.

<u>Strengths</u> Brand Recognition Innovation Diverse Products Strong distribution channels	<u>Weaknesses</u> Intense Competition Reliance on Physical Stores Product Complexity Brand Fatigue
<u>Opportunities</u> Sustainability Trends Smart Home Integration Emerging Market Expansion E-Commerce Growth	<u>Threats</u> Economic Challenges Technological Advancement Competition from New Entrants Supply Chain Issues

#### IV. Consumer Needs

We conducted a means-end analysis after we surveyed a large, different group of people to figure out our consumer needs. We collected attributes, consequences, and values the buyers consider when utilizing and purchasing any type of vacuum. The consumers said some attributes they look for are durability, price, battery life and the applications that the vacuum has. These attributes resulted in the consequences, or benefits, that include lasting a long time, one time purchase, can tackle lots of mess such as pet hair, affordability, saves money etc. These consequences then led us to ask about the value in which the consequences bring such as saving more money over time so you feel better about yourself, not having to worry about a huge mess, feeling accomplished cleaning the whole apartment etc. These attributes, consequences and values you can see are in the code chart below.

Attributes	Consequences	Values
-Durability -Price -Battery Life -Applications	-Lasting a long time -One time purchase -Can take on a big mess and not leave remnants -Being able to afford an high quality product	-Feeling better about yourself that you are living in a clean area -Feeling accomplished because you were productive in cleaning -Not having to worry about a huge mess

Using these attributes, consequences and values above we created a crosstab matrix to figure out the frequency of each answer (see below). Looking first at the cross tab of the attributes and consequences, one of the most notable relationships is the price attribute to the consequence or benefit of being affordable. Our consumers are looking for a vacuum that's in their price range to in turn save money to spend on other things. The second notable relationship would be the battery life attribute to the longevity value. Consumers would like a vacuum cleaner that lasts long especially when it's wireless because they'll end up having to charge it again soon. From personal experience, our VacZoom product can outlast products like Dysons and Sharks.

**Attribute – When you buy a vacuum, what product attributes (e.g. apps, price, durability, or battery life) are most important to you? Write just one of the attributes \* Consequence – What benefits or consequences does the attribute you mentioned above bring to you? Write one most important benefit or consequence.**  
**Crosstabulation**

Count		Consequence – What benefits or consequences does the attribute you mentioned above bring to you? Write one most important benefit or consequence.					
		Aesthetically Appearance	Affordable	Good quality	Happier	Longevity	Total
Attribute – When you buy a vacuum, what product attributes (e.g. apps, price, durability, or battery life) are most important to you? Write just one of the attributes	Appearance	1	-	-	-	-	1
	Apps	-	-	1	-	-	1
	Battery life	-	-	1	1	4	6
	Durability	-	2	2	-	2	6
	Price	-	7	-	-	-	7
	Size	-	-	2	-	-	2
	Wireless	-	-	-	-	1	1
Total		1	9	6	1	7	24

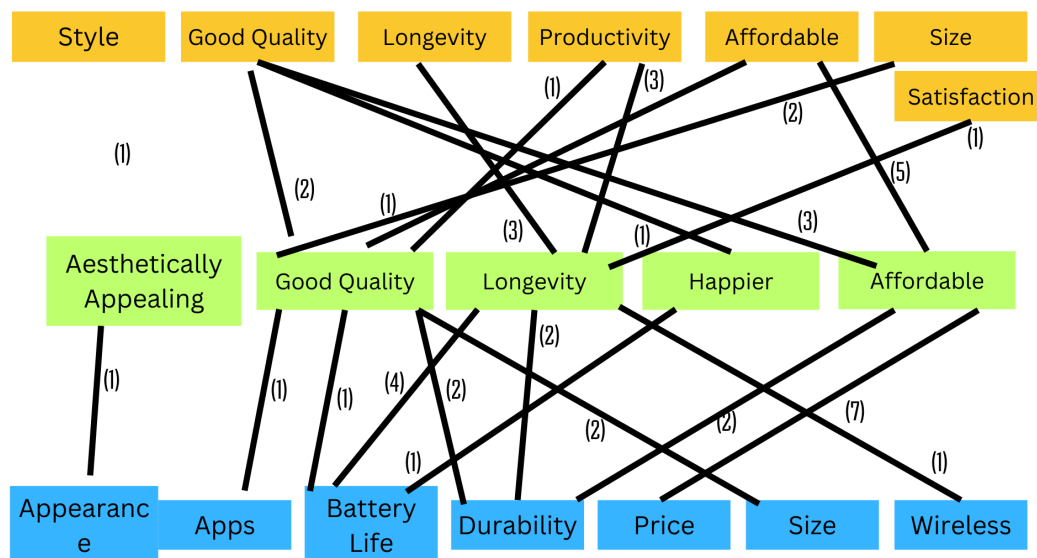
Next we'll look at the relationships between the consequences, or benefits, and the value of that consequence. A notable relationship would be between both affordable attributes. Again, as I stated above consumers don't want to spend an extremely high price on a daily household item. The Dyson could range up to \$600 plus - we plan to set our product at an affordable price, so that everyone can use and access it.

Consequence - What benefits or consequences does the attribute you mentioned above bring to you? Write one most important benefit or consequence. \* Value - What purposes does the benefit you mentioned above serve? Write one most important purpose. Crosstabulation

Count

		Value - What purposes does the benefit you mentioned above serve? Write one most important purpose.								Total
		Affordable	Good quality	Longevity	Price	Productivity	Satisfaction	Size	Style	
Consequence - What benefits or consequences does the attribute you mentioned above bring to you? Write one most important benefit or consequence.	Aesthetically Appearance	-	-	-	-	-	-	-	1	1
	Affordable	5	3	-	1	-	-	-	-	9
	Good quality	1	2	-	-	1	-	2	-	6
	Happier	-	1	-	-	-	-	-	-	1
	Longevity	-	-	3	-	3	1	-	-	7
Total		6	6	3	1	4	1	2	1	24

Using the attribute, consequence, and value matrix we developed a means-end analysis diagram to which attributes were the most important to the consumer. Our means-end analysis diagram is below. The diagram just visually shows us the same information as we laid out in the cross tabs showing which attributes, consequences and values were more related than others.





## **V. New Product Idea**

In today's fast-paced world, families are constantly juggling the demands of work, school, and home life. With so many responsibilities, finding time to clean can feel overwhelming. Recognizing this challenge, we are dedicated to making our customers' daily lives a little easier.

Our recent survey highlighted the key features that consumers desire in a vacuum. Many expressed a strong preference for a durable, high-quality model that offers exceptional battery life. They want a vacuum that can tackle an entire house in one go, eliminating the stress of needing to recharge mid-clean. Additionally, users want assurance that their vacuum will maintain its efficiency throughout the cleaning process, rather than losing power just when it's needed most.

The satisfaction of completing a thorough clean can provide a significant sense of accomplishment, particularly in a bustling household. A clean and tidy apartment not only enhances the living environment but also fosters a more relaxing atmosphere. Our vacuum is designed with this in mind, ensuring that every corner of your home is effortlessly attended to.

Moreover, our vacuum goes beyond just cleaning. It effectively picks up dirt, mops floors, and sanitizes surfaces, which is especially crucial for families with children. Kids can bring home a host of germs and allergens from school, daycare, and other activities, particularly during colder months when illnesses are more prevalent. Our product is engineered to help reduce stress by providing a comprehensive cleaning solution that keeps your home safe and healthy.

With our vacuum, you can enjoy peace of mind knowing that your home is not only clean but also a welcoming space for your family. We're committed to delivering a product that meets the needs of modern families, making daily cleaning tasks less of a chore and more of a manageable routine.

In addition, our vacuum cleaner comes equipped with an innovative app that enhances your cleaning experience. With this user-friendly application, you can easily adjust a variety of settings directly from your smartphone, giving you complete control over your cleaning routine. Whether you're at home or on the go, you can start a cleaning cycle with just a tap, ensuring that your space is tidy by the time you return. There is a sophisticated home station that allows it to automatically return to empty its contents. This means you don't have to worry about constantly monitoring its performance or dealing with messy dustbins. Once it's done emptying, the vacuum will seamlessly resume its cleaning tasks, providing you with a truly hands-free experience. Enjoy the convenience and efficiency of a smarter cleaning solution!

VacZoom sets a new standard in home cleaning with innovative features that distinguish it from traditional vacuum cleaners. One of the most significant advantages of VacZoom is its

built-in UV light technology. This feature not only enhances the vacuum's ability to pick up dirt and debris but also actively sanitizes surfaces by eliminating harmful germs and bacteria in real time. This dual functionality ensures a cleaner, healthier home environment.

In addition to its advanced sanitization capabilities, VacZoom is designed with affordability in mind. We believe that every household should have access to high-quality cleaning solutions without breaking the bank. While other vacuum cleaners with similar features, such as the Roomba, can cost around \$1,300, VacZoom offers a competitive price point that makes effective cleaning accessible to a broader audience.

By combining cutting-edge technology with cost-effective pricing, VacZoom is committed to delivering exceptional value and performance, making it the smart choice for modern households looking for both efficiency and affordability.

## VI. First Print Advertisement

CUT DOWN THE TIME  
IT TAKES TO MOP AND  
VACUUM!

# VAC ZOOM

FIND THEM AT YOUR LOCAL  
STORES AND ONLINE

- WALMART
- TARGET
- BEST BUY
- HOME DEPOT
- AMAZON

- A vacuum that cleans
- Mops
- Sanitize your home using a  
UV light disinfection  
method

I love my  
VacZOOM!!

**\$299**

It's personalized to your  
individual need. It has multiple  
settings, like a vacuum, but  
then also mops and using UV  
light to locate germs. It can be  
controlled by an app to see  
the most filthy areas in your  
home.

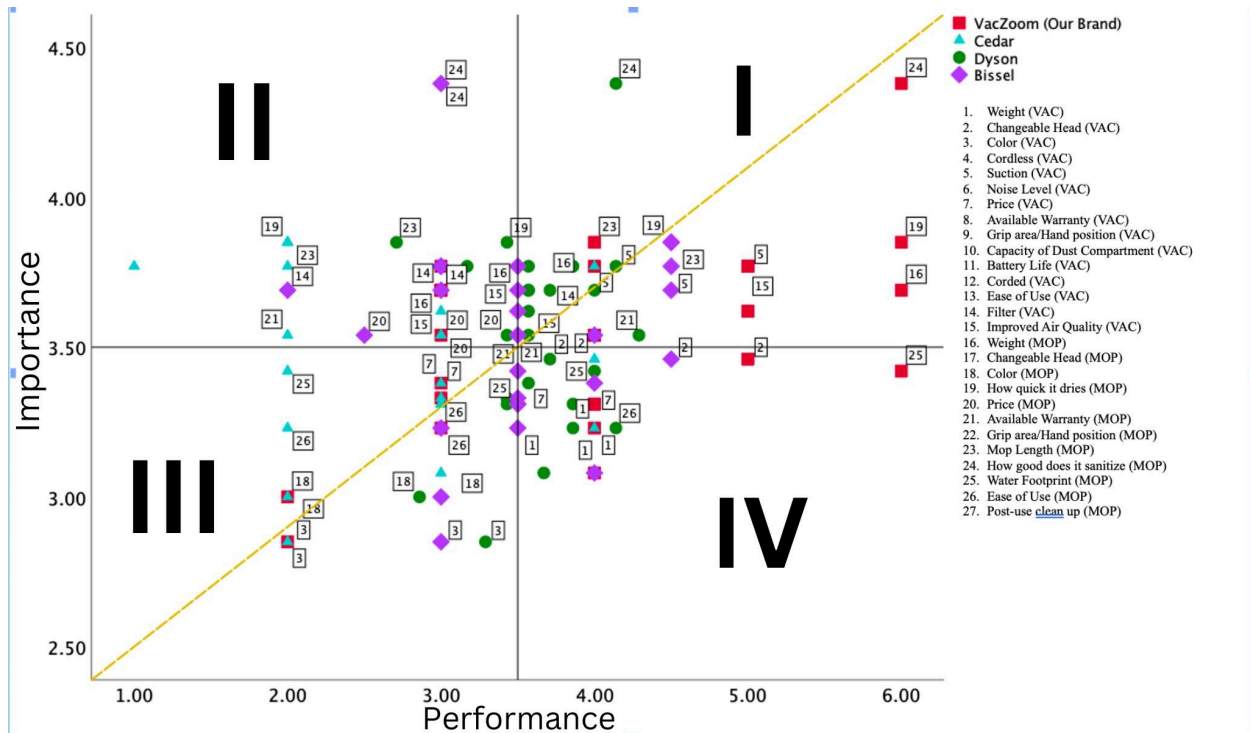
ORDER YOURS  
TODAY BEFORE  
THEY SELL OUT!!



So after consumers were surveyed, we found that a change in design was the best route to go. They wanted something lighter in weight and portable and so our next ad shows those changes.

## VII. Product Competitiveness

Product Competitiveness - This portion of the project was focused on comparing our brand (The VacZoom) to other competitors in the industry. We conducted a survey and asked about 27 different attributes (15 being focused on vacuum usage, and 12 being focused on mop usage). We asked how important each attribute was to consumers as well as how performance affected consumers' decisions on purchasing any of the listed products.



A quadrant analysis was conducted using SPSS to determine how consumers perceived our product compared to our competitors and to identify our strengths and weaknesses. Quadrants 1-4 all give us different meanings regarding what to focus on for each brand. Quadrant I is the quadrant where most companies want to live, meaning this attribute is both important and high in performance, so anything in this quadrant a company wants to keep everything the same. VacZoom had 8 attributes in Quadrant I, meaning VacZoom had all of these attributes as high performing and of high importance to the consumers. Quadrant II is where it is an attribute of high importance but not high performance, this is the main focus of where a company wants to improve a product. Anything in this quadrant is vital to the functionality of the product but not doing a good job currently. VacZoom had only 3 attributes in this quadrant, meaning they have a few key weaknesses that they should focus on moving forward. Quadrant III now is things of both low importance and low performance, so not many companies take too much of their time focusing on these attributes. They are not necessary to focus on the overall

performance of the product, or something consumers necessarily even care that highly about. VacZoom had 4 attributes in this quadrant, meaning these 4 attributes are low priority currently in terms of the company's focus on improvement. Quadrant IV is that of high performance but low importance, meaning a company could focus on it but it is probably not necessary. VacZoom had 5 attributes in this quadrant, meaning they are high-performing qualities of the product, but not a main focus for consumer's overall needs at the moment.

### **Strengths of VacZoom**

Of the attributes that were in Quadrant I, the highest rated in both performance and importance was "how good does it sanitize" referring to the mop aspect of the VacZoom. This tells us that our consumers value this aspect of cleaning highly and we are doing a great job delivering on their expectations in this area of our product's features. Whereas a competitor like Bissell ranked much lower in performance in this same category, landing themselves in Quadrant II showing how far of a dropoff there was in customer satisfaction about this particular attribute. Another highly rated area was how quickly the mop dries, which can be a huge part of the consumer's needs if they have children running around or pets, or maybe even forget to clean before a large party and need it to quickly dry before their guests arrive. Whatever the case may be, our consumers rated this as one of their biggest strengths of our product, and we can continue to deliver on it, as it is one of our product's best features. In comparison to its competitor Bissell again, it had a much higher performance level in the eyes of the consumers, making it a strength for our company. Another attribute that was well above any of our competitors was the weight of the mop. We blew away Bissell, Dyson, and Cedar in performance on this attribute, displaying just how much our consumers love the weight of the VacZoom mop. Our red square on the chart is firmly on the right side of Quadrant I, whereas all of our competitors are located more centrally, including Cedar dropping over into Quadrant II. This shows how lackluster the performance aspect of Cedar's mop weight performed in the overall survey.

### **Weaknesses of VacZoom**

One area that VacZoom could improve upon would be its price. Its price was one of the only attributes that was listed in Quadrant II. In comparison with its competitors, they were all around the same area in the chart in terms of price, Dyson did perform the best when talking about price out of all the brands involved. Another weakness that was found in Quadrant II of our product was the filter on the vacuum. Dyson thoroughly outperformed us in this area, placing in Quadrant I, whereas all its counterparts were in Quadrant II, leaving room for improvement. Another area we struggled with was the color portion of our mop. We placed in Quadrant III for this attribute, but even though our competitors did as well, we were far lower performing than them, therefore making this a weakness of ours and something we can improve upon to help boost our product sales in the future. One final weakness I will discuss was found in Quadrant I, our mop length. Even though this attribute was located in Quadrant I doesn't automatically mean

it was a strength. We have to look at it in terms of us versus our competitors, and in this case, Bissell ranked higher in performance. Therefore we have room for improvement because our competitors (Bissell) are hitting that consumer need better than we are, telling us we need to do better in that area if we want to continue to maintain steady revenue with our product.

### Revised Print Ad After Quadrant Analysis

We altered our advertisement upon learning what the consumers prioritized in our survey and conducting our quadrant analysis. We focused our ad on the attributes that ranked highest on the chart, in both importance and performance. Some of the attributes we focused our new ad on included

1. Cleaning power of mop
  - We focused on the germ-killing power of VacZoom and included a statistic supporting how powerful the sanitization process is.
2. The drying speed of the mop
  - Described how the mop function dries up in minutes
3. Lightweight composition
  - One of the top-ranked features, we wanted to focus on this point in our new ad as it can be a major selling point for VacZoom
4. Small/sleek design
  - Its ability to get into hard-to-reach places is a crucial point to focus on and is something a lot of consumers look for in a vacuum/mop.
5. The suction power of vacuum
  - Was ranked one of the highest in performance in our analysis

CUT DOWN THE TIME IT TAKES TO MOP AND VACUUM!

# VAC ZOOM

FIND THEM AT YOUR LOCAL STORES AND ONLINE

- WALMART
- TARGET
- BEST BUY
- HOME DEPOT
- AMAZON

- Kills 99.9% of germs!
- Dries up in minutes!
- Air quality index reduced after use!

ORDER YOURS TODAY BEFORE THEY SELL OUT!!

I LOVE MY VAC ZOOM

**\$299**

- Light weight and easy to use!
- Can reach even the tightest of spaces due to it's sleek design
- Has the highest air watts for the best suction!

### **VIII. Market Segmentation and Target Market**

We conducted a consumer survey to identify the appropriate market segmentation and target market for VacZoom. The survey included three questions focused on VacZoom's features, benefits, and applications, along with four performance questions related to service recommendations and enrollment. After analyzing the survey results, we performed four K-Means cluster analyses, creating clusters of three, four, five, and six groups based on the mean scores of 29 segmentation variables, known as centroids. We also generated an ANOVA table for each cluster to identify significant segmentation variables.

The analysis indicated that three market segments are optimal for VacZoom. As shown in the table below, with three segments, there are 24 significant variables, and the cluster sizes are balanced. In contrast, the four, five, and six-cluster analyses resulted in uneven distributions, with some segments containing only one individual, which is impractical for analysis and marketing strategies. The third cluster proved to be statistically balanced and significant across most variables, maintaining an ideal size that enhances its reliability for further analysis

#### **Conduct Cluster Analysis for Segmentation**

<b>Criteria</b>	<b>3 clusters</b>	<b>4 clusters</b>	<b>5 clusters</b>	<b>6 clusters</b>
<b>ANOVA result (Number of result significant at 5% alpha)</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>
<b>Size of each cluster (n=24)</b>	<b>9 2 13</b>	<b>3 1 13 7</b>	<b>3 11 6 1 3</b>	<b>1 3 10 5 2 3</b>



## Final Clusters Table

We developed a three-cluster solution and calculated the mean scores for various segmentation variables. The resulting chart illustrates respondents' ratings across different categories, using a scale from 1 to 6, where 6 represents the highest level of satisfaction or agreement. For example, the chart indicates that respondents place a strong emphasis on maintaining a clean home, particularly in high-traffic areas. This suggests that cleanliness in frequently used spaces is a priority for our customers, reflecting their values and lifestyle preferences. Additionally, the chart provides insights into how different customer segments prioritize various aspects of home cleanliness, allowing us to tailor our services and marketing strategies to better meet their needs.

Final Cluster Centers			
	Cluster		
	1	2	3
SEG3 - How do you currently use or plan to use VacZoom in your cleaning routine? - SEG3 - Daily home cleaning	6	4	3
SEG3 - How do you currently use or plan to use VacZoom in your cleaning routine? - SEG3 - Importance of scheduling cleaning sessions when not	6	2	4
SEG3 - How do you currently use or plan to use VacZoom in your cleaning routine? - SEG3 - Cleaning for homes with pets	6	2	3
SEG3 - How do you currently use or plan to use VacZoom in your cleaning routine? - SEG3 - Cleaning high-traffic areas (e.g., living rooms, kitchen	6	2	3
SEG3 - How do you currently use or plan to use VacZoom in your cleaning routine? - SEG3 - Deep cleaning beyond daily maintenance	6	2	3
SEG3 - How do you currently use or plan to use VacZoom in your cleaning routine? - SEG3 - Use of app control and smart scheduling features	6	2	3
SEG3 - How do you currently use or plan to use VacZoom in your cleaning routine? - SEG3 - Cleaning of multiple surfaces (e.g., carpet, hardwood	5	2	3
SEG3 - How do you currently use or plan to use VacZoom in your cleaning routine? - SEG3 - Use during work or travel (cleaning while away)	4	2	3
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - Smart Features	3	4	4
SEG4 - How influential are the following factors or occasions in your decision to purchase VacZoom? - SEG4 - How likely are you to buy VacZoom	3	4	4
SEG4 - How influential are the following factors or occasions in your decision to purchase VacZoom? - SEG4 - How likely are you to prefer eco-frie	3	3	5
SEG4 - How influential are the following factors or occasions in your decision to purchase VacZoom? - SEG4 - How likely is VacZoom attractive to	3	3	5
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - Cleaning Efficiency	3	3	4
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - HEPA Filter	3	3	4
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - Speed of Cleaning	3	3	4
SEG2 - How would you rate the following benefits and features of VacZoom? - SEG2 - Contribution to a cleaner and healthier living environment	3	3	4
SEG2 - How would you rate the following benefits and features of VacZoom? - SEG2 - Effectiveness in removing pet hair	3	3	4
SEG2 - How would you rate the following benefits and features of VacZoom? - SEG2 - How well does VacZoom contribute to a cleaner and health	3	3	4
SEG2 - How would you rate the following benefits and features of VacZoom? - SEG2 - Reduction in physical effort for cleaning tasks	3	3	4
SEG2 - How would you rate the following benefits and features of VacZoom? - SEG2 - Time saved in daily cleaning tasks	3	3	4
SEG4 - How influential are the following factors or occasions in your decision to purchase VacZoom? - SEG4 - How likely are you to consider heal	3	3	4
SEG4 - How influential are the following factors or occasions in your decision to purchase VacZoom? - SEG4 - How likely are you to purchase Vac	3	3	4
SEG4 - How influential are the following factors or occasions in your decision to purchase VacZoom? - SEG4 - How likely is buying VacZoom tied	3	3	4
SEG4 - How influential are the following factors or occasions in your decision to purchase VacZoom? - SEG4 - How likely is saving time for your b	3	3	4
SEG2 - How would you rate the following benefits and features of VacZoom? - SEG2 - Concern for eco-friendliness (e.g., recyclable parts, energy e	3	2	4
SEG2 - How would you rate the following benefits and features of VacZoom? - SEG2 - Importance of integration with smart home devices (e.g., Al	3	2	4
SEG2 - How would you rate the following benefits and features of VacZoom? - SEG2 - Value of extra free time created by automated cleaning	3	2	4
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - Ease of Use	2	4	4
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - Design	2	3	5
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - Noise Level	2	3	4
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - Portability	2	3	4
SEG4 - How influential are the following factors or occasions in your decision to purchase VacZoom? - SEG4 - How likely are you to purchase Vac	2	3	4
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - Battery Life	2	2	4
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - Price	2	2	4
SEG1 - How would you rate the following elements of our products advertised above? - SEG1 - Self Cleaning/ Emptying Feature	2	2	4
SEG2 - How would you rate the following benefits and features of VacZoom? - SEG2 - Convenience of app-controlled or automated cleaning	2	2	4
SEG2 - How would you rate the following benefits and features of VacZoom? - SEG2 - Peace of mind from automation and reliability in maintaini	2	2	4



**Mean Scores of Attributes Summary table**

<b>The Everyday Efficiency Experts</b>	<b>The Value-Seeking Mainstream</b>	<b>The Health-Conscious Tech Adopters</b>
38% ( 9 PEOPLE)	8% (2 PEOPLE)	54% (13 PEOPLE)
Highly values Vaczoom for daily cleaning, scheduling cleaning  Less concerned about smart features, eco-friendliness, or gifting it	Somewhat interested in smart features, cleaning efficiency, and health benefits	Strongly values HEPA filters, cleaning efficiency, and the health benefits of Vaczoom  Influenced by eco-friendliness  See Vaczoom as a technology upgrade

In the final cluster center table, the last group of 13 individuals demonstrated a higher number of positive responses to the product. We selected this group due to its larger size, which strengthens the validity of our findings.

Segment one is VacZoom’s convenience valuers, we call them “The Everyday Efficiency Experts” consisting of nine people and 38% of the total 24 survey respondents. This group values Vaczoom for daily cleaning, scheduling cleaning and they are less concerned about smart features, eco-friendliness, or gifting it. We can focus on this group as a secondary target market.

Segment two is our product’s average supporters, we call them “The Value-Seeking Mainstream” consisting of two people and 8% of 24 respondents. This group is somewhat interested in smart features, cleaning efficiency, and health benefits.

Segment three is the most important segment for targeting perspective for our market. We call this group “The Health-Conscious Tech Adopters” and it consists of almost 54% that is 13 people out of 24 observations. They Strongly value features in our product such as HEPA filters, cleaning efficiency, and the health benefits of Vaczoom. They are influenced by the eco-friendliness benefit of our product. Most importantly they seek our product as a technology upgrade. For targeting perspective this group of consumers will be our primary target market and we would be focusing on this group to market our product.

## Outcome Variables by Segment Markets

After identifying our three market segments, we conducted a one-way ANOVA to analyze each segment against our profile outcome variables. The results, illustrated in the chart below, clearly demonstrate that our VacZoom target market stands out with the highest ratings across all four outcome behaviors. This indicates that individuals in the VacZoom target market are more likely to recommend the service, express satisfaction, and consider switching to VacZoom. Notably, each of these three outcome variables was found to be statistically significant.

Outcome Variables	The Everyday Efficiency Experts	The Value-Seeking Mainstream	The Health-Conscious Tech Adopters	Sig.
PRO2 - Would you be satisfied with the product?	3.5	4	2.76	N.S.
PRO3 - How likely are you to switch from your current vacuum cleaner to VacZoom?	2.88	1	4.06	0.002
PRO4 - How likely are you to recommend VacZoom to friends or family?	3	3	4.35	<0.001
PRO5 - How likely are you to enroll in a subscription service for VacZoom (if applicable)?	2.88	1	4	0.005

## Socio-demographic Profile

Finally, we used a Chi-square crosstabs analysis to measure our three market segments and sociodemographics. Our analysis found the sociodemographic variables of **gender** to be significant to the profiles of our market segments. Meanwhile, other sociodemographic variables measured, such as age, household income, ethnicity, residency and family size were determined to be insignificant.

Regarding age, it is important to note that most of our target market falls in the category of middle-aged (64.3%), ranging in age from 25 to 50 years old and 28.6% ranging in age from

18 to 24 years old. The chart below illustrates the significant sociodemographics of each of the three market segments of VacZoom, highlighting those relevant to the target market in dark blue.

		The Everyday Efficiency Experts	The Value-Seeking Mainstream	The Health-Conscious Tech Adopters	Sig.
AGE	18-24	14.30%		28.60%	N.S.
	25-50	57.10%		64.30%	
	51-75	14.30%	100%	7.10%	
	75-90	14.30%			

		The Everyday Efficiency Experts	The Value-Seeking Mainstream	The Health-Conscious Tech Adopters	Sig.
Gender	Male	62.5%		52.9%	0.006
	Female	25%		47.1%	
	Prefer not to say	12.5%	100%		

		The Everyday Efficiency Experts	The Value-Seeking Mainstream	The Health-Conscious Tech Adopters	Sig.
House-Hold Income	Less than \$25,000	50%		17.60%	N.S.
	\$25,000 to \$34,999	12.50%		5.90%	
	\$35,000 to \$49,999			23.50%	
	\$50,000 to \$74,999	25%		17.60%	
	\$75,000 to \$99,999				
	\$100,000 to \$149,000	12.50%			
	\$150,000 or more		100%	23.50%	

		<b>The Everyday Efficiency Experts</b>	<b>The Value-Seekin g Mainstream</b>	<b>The Health- Conscio us Tech Adopter s</b>	<b>Sig.</b>
<b>Ethnicity</b>	White	12.50%		35.30%	N.S.
	American Indian or Alaska Native	12.50%		5.90%	
	Asian	62.50%		47.10%	
	Native Hawaiian or Pacific Islander			5.90%	
	Other	12.50%	100%	5.90%	

		<b>The Everyday Efficiency Experts</b>	<b>The Value-Seek ing Mainstrea m</b>	<b>The Health-Co nscious Tech Adopters</b>	<b>Sig.</b>
<b>Residency</b>	City	75%		52.90%	N.S.
	Suburbs	25%	100%	35.30%	
	Rural			11.80%	

		<b>The Everyday Efficiency Experts</b>	<b>The Value-Seek ing Mainstrea m</b>	<b>The Health-Cons cious Tech Adopters</b>	<b>Sig.</b>
<b>Family Size</b>	0-1	12.50%		11.80%	N.S.
	1-2	25%		11.80%	
	2-3	37.50%		17.60%	
	3-4	25%	100%	52.90%	
	Other			5.90%	

## IX. Brand Positioning

Upon surveying 29 consumers we evaluated the positioning of VacZoom compared to its following competitors: Shark, Roomba, Dyson, and Samsung. The positioning map on the following page depicts the overall mean scores of each vacuum cleaner brand based on 15 performance variables, such as Suction, Color, Noise Level, Price, Available warranty, Improved Air Quality etc. The overall mean scores are plotted using an X-axis to represent dimension one focusing on Performance & Usability and a Y-axis to represent dimension two focusing on Energy Efficiency. The Performance & Usability axis ranges from a High Performance & Usability to a Low Performance & Usability, likewise the Energy

		DIM1	DIM2			DIM1	DIM2
DIM1	Pearson Correlation	1	-0.019	Available warranty	Pearson Correlation	.858*	-0.338
	Sig. (1-tailed)		0.488		Sig. (1-tailed)	0.031	0.289
	N	5	5		N	5	5
DIM2	Pearson Correlation	-0.019	1	Grip area/hand position	Pearson Correlation	0.682	-0.256
	Sig. (1-tailed)	0.488			Sig. (1-tailed)	0.102	0.339
	N	5	5		N	5	5
Color	Pearson Correlation	.935**	0.302	Capacity of Dust compartment	Pearson Correlation	.919*	-0.115
	Sig. (1-tailed)	0.01	0.311		Sig. (1-tailed)	0.014	0.427
	N	5	5		N	5	5
Weight	Pearson Correlation	0.164	0.434	Battery life	Pearson Correlation	-0.001	.898*
	Sig. (1-tailed)	0.396	0.233		Sig. (1-tailed)	0.5	0.019
	N	5	5		N	5	5
Suction	Pearson Correlation	.991**	-0.067	Improved air quality	Pearson Correlation	.983**	-0.098
	Sig. (1-tailed)	0.001	0.458		Sig. (1-tailed)	0.001	0.438
	N	5	5		N	5	5
Cordless	Pearson Correlation	.979**	-0.102	Filter	Pearson Correlation	.949**	0.05
	Sig. (1-tailed)	0.002	0.435		Sig. (1-tailed)	0.007	0.468
	N	5	5		N	5	5
Noise level	Pearson Correlation	.891*	-0.405	Post use clean up	Pearson Correlation	0.765	0.597
	Sig. (1-tailed)	0.021	0.25		Sig. (1-tailed)	0.066	0.144
	N	5	5		N	5	5
Price	Pearson Correlation	.980**	0.002	How good it sanitizes	Pearson Correlation	.975**	-0.045
	Sig. (1-tailed)	0.002	0.499		Sig. (1-tailed)	0.002	0.471
	N	5	5		N	5	5

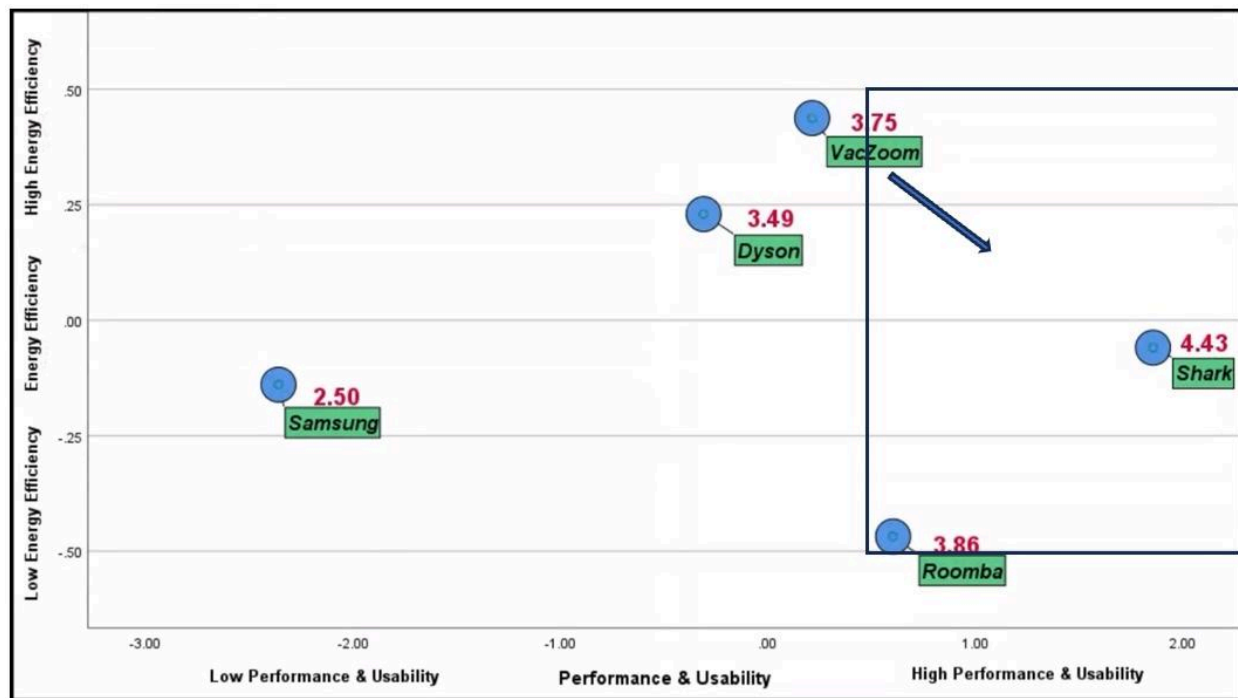
(Performance Preference Variables)

Dimension Correlation	Attributes & Correlation	Dimension Characteristics	Dimension Names
Attributes Positively Correlated to DIM1	Color(0.935) Suction(0.991) Cordless(0.979) Noise Level(0.891) Price(0.980) Available Warranty(0.031) Grip Position(0.682) Capacity of Dust Compartment(0.919) Improved Air Quality(0.983) Filter(0.007) Post Use Clean up(0.066) How Good it Sanitizes(0.975)	-Users expect vacuum cleaners with powerful suction and the ability to improve indoor air quality -Convenient cordless designs, ergonomic grip positions, and quiet operation being highly desirable. -Competitive pricing, expecting robust performance and long-lasting quality for their investment. - Larger dust compartments and simple post-use clean-up aesthetic appeal plays a role effective sanitization capabilities are critical, particularly for maintaining hygiene in homes with children or pets.	Performance & Usability
Attributes Negatively Correlated to DIM1	None	None	Energy Efficiency
Attributes Positively Correlated to DIM2	Battery Life(0.019)	-Energy efficient product is more favoured	
Attributes Negatively Correlated to DIM1	None	None	

(Dimension Characteristics)

Efficiency axis ranges from those who prefer a low battery life to those who prefer a highly efficient brand. The first chart displays each of the performance preference variables used and their correlations with dimensions one and two and the related significance of such. Significant correlations, having a p-value less than 0.1, are highlighted in blue. The second chart summarizes the characteristics of each dimension. The Performance & Usability dimension relates to the ability of VacZoom to impact a user's lifestyle by providing a product with powerful suction and ability to improve indoor air quality, cordless designs, ergonomic grip positions, competitive pricing, large dust compartment and effective sanitization. The Energy efficiency dimension focuses on the battery life and energy efficiency of VacZoom.

In a review of the positioning map, it is evident that Shark and Roomba is the ideal point as it has the highest overall mean of 4.43 & 3.86 respectively. The ideal point reveals that the optimal brand position is one that provides high Performance and Usability alongside excellent Energy Efficiency.



(Brand Positioning Map)

VacZoom falls slightly outside of the ideal position area, marked by the blue dashed circle, given it has a very close overall mean score of 3.75 to the ideal point. VacZoom's immediate rival is Dyson with an overall rating of 3.49. VacZoom's location and overall mean reflects positively on the brand and its position compared to Dyson and Samsung.

VacZoom's comparative advantage is combination of highly efficient battery life and suction power, cordless feature, warranty, improved air quality, good sanitization and post clean-up based on the position on the two dimensions.

Here Dimension 1 has a range of five whereas Dimension 2 has a range of one. We can say that Dimension 1 is five times more important than Dimension 2. Which tells us that actual competition is taking place on Dimension 1.

Through the results of this brand positioning map, it is clear that appropriate strategies must be developed to focus on VacZoom's attributes such as Price, capacity of dust compartment, hand grip and available warranty. According to our data, consumers already think our product scores strongly in terms of Battery Life, Color, Suction, Noise level. Therefore, we should emphasize the product's attributes here and make continuous improvements that will likely improve our overall positioning in the market.

After analyzing VacZoom's brand position we updated its print advertisement below. The main update included reducing the price to be more competitive against rival brands. The new advertisement also further emphasized attributes associated with warranty services and increasing emphasis on large dust compartments. For example, in our price informative blurb, the word free was underlined to emphasize that VacZoom provides a free one year of warranty. Now VacZoom has necessary clarity, credibility, competitiveness and consistency to convey to customers that VacZoom can provide what they want given it has to offer, while being unique from competitors.

CUT DOWN THE TIME  
IT TAKES TO MOP AND  
VACUUM!

# VAC ZOOM

FIND THEM AT YOUR LOCAL  
STORES AND ONLINE

- WALMART
- TARGET
- BEST BUY
- HOME DEPOT
- AMAZON

- Kills 99.9% of germs!
- Dries up in minutes!
- Air quality index  
reduced after use!

ORDER YOURS  
TODAY BEFORE  
THEY SELL OUT!!



**\$290**

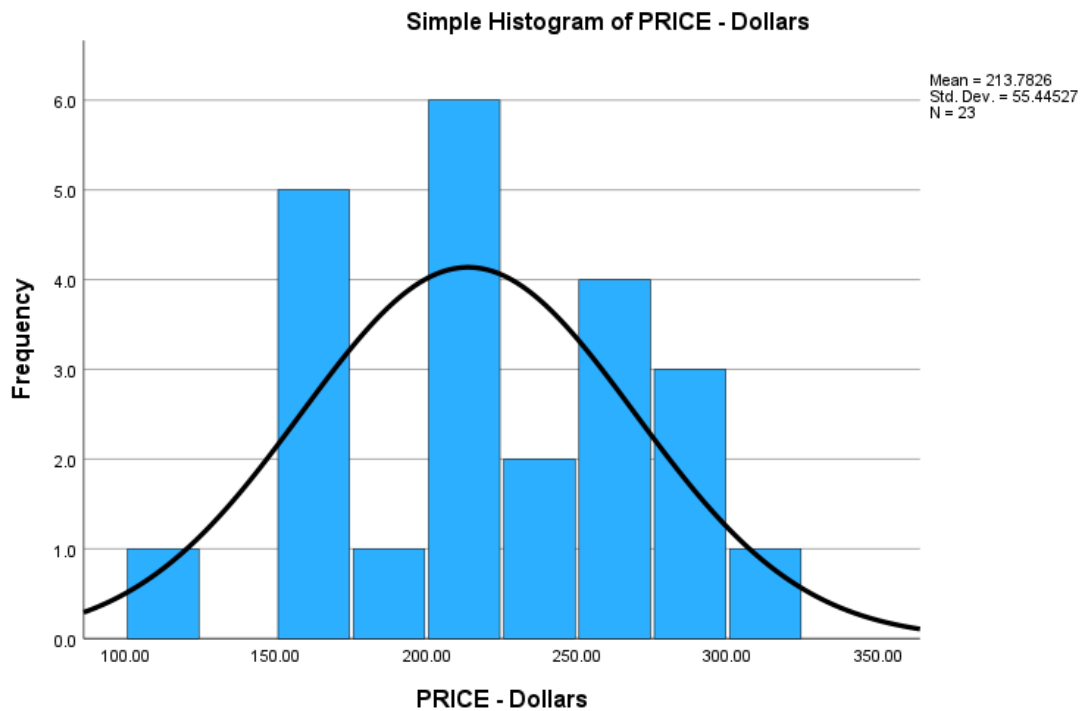
- Light weight and easy to use!
- Can reach even the tightest of spaces due to it's sleek design
- Has the highest air watts for the best suction!
- Large dust compartment



COMES WITH FREE 1  
YEAR WARRANTY!



## X. Pricing & Design Quality



Here we analyse the distribution of pricing data alongside customer-perceived design scores derived from survey responses. These insights help identify areas of strength and opportunities for improvement in delivering value to customers while maintaining a competitive pricing strategy. The histogram representing price distribution highlights a sample of 23 data points. Key statistical measures include a mean price of \$213.78 and a standard deviation of \$55.45, with prices ranging between \$100 and \$350. The distribution of prices appears normal, with the highest frequency clustering around the \$200 mark. This suggests that the \$200 range is a sweet spot for most customers.

Customer feedback on design and service was categorized into five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Each dimension score was derived by averaging responses to relevant survey questions, and the overall design score was calculated as the average of all 10 survey items. The results are as follows:

Dimension	Average Score	Key Takeaways
<b>Tangibles</b>	4.478	Customers highly appreciated modern equipment and visually appealing facilities.
<b>Reliability</b>	3.935	While acceptable, this lower score indicates room for improvement in meeting promises and addressing problems.
<b>Responsiveness</b>	4.217	Employees are perceived as prompt and willing to help, reflecting a strong service culture.
<b>Assurance</b>	4.304	Customers feel confident and safe in transactions, signaling trust in the organization.
<b>Empathy</b>	4.130	Customers acknowledged individual attention and understanding of specific needs.
<b>Overall Design</b>	4.213	Reflects the aggregated average of all 10 survey items, indicating a generally positive perception.

The overall design score of 4.213 indicates a generally positive perception among consumers. However, closer analysis of individual dimensions reveals varying levels of performance. The highest scores were recorded for Tangibles (4.478) and Assurance (4.304), reflecting strengths in the physical environment and customer confidence. Responsiveness (4.217) and Empathy (4.130) also performed well, though there is room to strengthen personalised attention further. Reliability (3.935), the lowest-scoring dimension, highlights an opportunity to enhance consistency in fulfilling promises and addressing customer problems effectively.

The positive overall design score of 4.213 suggests that the pricing aligns well with customer-perceived value. The strong scores in Tangibles and Assurance particularly emphasise the importance of appealing facilities and honest interactions, reinforcing the value proposition around the \$200 mark. The dimension of Reliability presents an opportunity to enhance customer satisfaction. By focusing on keeping promises and promptly resolving issues, VacZoom can elevate this score, thereby improving overall design perception. Similarly, bolstering efforts in personalised attention (Empathy) could further differentiate the service experience of VazZoom. Leveraging existing strengths in Tangibles and Assurance is crucial as these dimensions will continue to be the highlighted features in our marketing efforts. Despite customer expectations and the observed pricing distribution suggesting a target price around \$200, we are adopting a price skimming strategy and will initially price the VacZoom at \$290. This approach targets early adopters who are willing to pay a premium, with the plan to offer earlier models at a discounted price as newer versions are released, bringing the price closer to the average of \$213.

## **XI. Marketing Strategy**

Now we'll discuss how we will market in the following strategic ways -

- Distribution strategy: discussing strategy on online, offline and mobile distributions
  - For VacZoom we can use a selective distribution strategy where our company can focus on selling through different high-quality retailers like appliance stores, electronics shops, and online marketplaces such as Instagram, Tik Tok etc. (Sontagg, 2024)
  - If we were to use widespread distribution then we would have less brand control and not great customer experience (Sontagg, 2024)
  - Using a selective distribution channel, we can select companies that align with our goals, motives and target customer demographics to advertise our new product (Sontagg, 2024)
  - We could also think about using an intensive distribution strategy as our vacuum is on the “lower” end of the “higher end” vacuums. Here we would make the product widely available to through many different retail channels (Sontagg, 2024)
- Discuss traditional advertising media strategy
  - From our first portion of the project, we concluded that our target market were the “Health Conscious Tech Adopters” so people who strongly value HEPA filters, cleaning efficiency, and the health benefits of Vaczoom. Ultimately, they see Vaczoom as a technology upgrade. This target market is mainly in the age range of 25 - 50 years old and split pretty evenly between male and female. Our target market also is mainly based in city / urban areas.
  - Based on these results from our previous surveys and further market research, the best form of offline marketing to use would be a mix of television commercials during primetime and daytime programming, targeted radio ads, print advertisements in relevant magazines and newspapers, and potentially direct mail campaigns (Target Internet, 2024)
- Digital marketing strategy - how we would use all socials to advertise / market our product
  - 1. Know your audience.
    - We should target our demographics based on people who would use a vacuum cleaner often. This includes homeowners, renters, families with pets, people with allergies or asthma, people who are very busy, or even eco-friendly people since our vacuum is eco-friendly.
  - 2. Different social platforms equal different strategies.
    - There are so many different social media platforms we can advertise on. Instagram is good for quick snippets and pictures, Facebook would be

more of a demonstration and review platform. People can leave opinions and reviews of the vacuum. You can also use the targeted advertising on Facebook. TikTok would be short demos of the product and how well it picks things up. For TikTok you also have the creative freedom to make funny videos. For YouTube, We can put more in depth videos and a lot of 'how to' videos. How to clean, how to use the vacuum, how to clean the vacuum, and more.

- 3. Social content ideas
  - For all of the social platforms we need a plan. A majority of these videos should include before and afters, pet hair cleanup, how light weight it is, the dust compartment and more. We should be showing the customers reviews, their videos, and their testimonials about how great the vacuum works and how accurate it is to the product description.
- 4. Partnerships
  - We should be partnering with other cleaning brands, like Scrub Daddy or the Pink Stuff. This can boost purchases by partnering our product with theirs. We can use these partnerships to also do partnerships and giveaways.
- 5. Create a community
  - Lastly, we should join the cleaning community. CleanTok, Instagrams cleaning hacks and others. We should engage with our followers and respond to comments, both funny and seriously.
- How we would grow the product
  - We can grow the product by identifying the target audience, developing a strong brand identity, constantly listening to the reviews and improving the product. We need to be intentional with our marketing strategies and use the relationships we make to improve business and partnerships. We can't be afraid of the hard conversations when improving our product. We need to expand our reach and sell the item at other stores and platforms like Etsy, Amazon, and eBay. Once that community is built, we have to have outstanding customer service to keep that community.

## XII. Final Performance Forecast

### Financial Performance Forecast

VacZoom 10 Year Income Statement Projection											
	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034
<b>Users</b>	<b>1,000</b>	<b>1,200</b>	<b>1,400</b>	<b>1,600</b>	<b>1,800</b>	<b>2,000</b>	<b>2,200</b>	<b>2,500</b>	<b>2,800</b>	<b>3,000</b>	<b>3,200</b>
Price per vacuum	290	290	290	290	290	290	290	290	290	290	290
Revenue	\$290,000	\$348,000	\$406,000	\$464,000	\$522,000	\$580,000	\$638,000	\$735,000	\$812,000	\$870,000	\$928,000
Cost of Goods sold	-\$120,000	-\$160,000	-\$180,000	-\$190,000	-\$210,000	-\$220,000	-\$230,000	-\$250,000	-\$260,000	-\$280,000	-\$300,000
Gross Profit	\$170,000	\$188,000	\$226,000	\$274,000	\$312,000	\$360,000	\$408,000	\$485,000	\$552,000	\$590,000	\$628,000
Operating Expense											
General and administrative expenses	-\$17,600	-\$18,900	-\$19,000	-\$19,800	-\$20,100	-\$21,000	-\$23,000	-\$24,000	-\$25,600	-\$27,000	-\$30,000
Marketing and sales expenses	-\$35,000	-\$36,500	-\$37,500	-\$38,000	-\$39,000	-\$41,000	-\$42,000	-\$43,000	-\$45,000	-\$47,000	-\$49,000
Interest expense	-\$2,803	-\$2,903	-\$3,303	-\$3,405	-\$3,509	-\$3,608	-\$3,960	-\$4,100	-\$4,300	-\$4,500	-\$4,800
EBT	\$114,597	\$129,697	\$166,197	\$212,795	\$249,391	\$294,392	\$339,040	\$413,900	\$477,100	\$511,500	\$544,200
Taxes	-\$24,065	-\$27,236	-\$34,901	-\$44,687	-\$52,372	-\$61,822	-\$71,198	-\$86,919	-\$100,191	-\$107,415	-\$114,282
<b>Net income (Loss)</b>	<b>\$90,532</b>	<b>\$102,461</b>	<b>\$131,296</b>	<b>\$168,108</b>	<b>\$187,569</b>	<b>\$232,570</b>	<b>\$267,842</b>	<b>\$326,981</b>	<b>\$376,909</b>	<b>\$404,085</b>	<b>\$429,918</b>

### VacZoom Fiscal Year 2024

<b>Sales Revenues</b>	<b>290,000</b>
COGS	120,000
Gross Margin	170,000
Gross Margin %	58%
Marketing Expenses	35,000
Net Marketing Contribution	135,000
<b>Marketing ROS</b>	<b>47%</b>
Marketing ROI	338%

The table above outlines a 10-year financial forecast for VacZoom, detailing our projected performance over the next decade. For the purpose of this forecast, we have kept the price steady at \$290 throughout the entire 10-year period. This approach reflects our commitment to maintaining a conservative pricing strategy as we enter the market. We recognize that as we progress, consumer feedback, market trends, and potential technological advancements will play a significant role in shaping our product's evolution. Therefore, while we've kept the pricing fixed for now, we anticipate that over time, we will enhance the product's features, capabilities, and overall value. This will allow us to adjust the pricing in a way that reflects the increased value and the evolving market landscape. In preparing this forecast, we have thoroughly analyzed the financial statements of key competitors in the market. By benchmarking against their performance and understanding their strategies, we have developed

these projections with a high degree of confidence. The numbers presented in the table are based on our extensive research and strategic assumptions, giving us a clear view of VacZoom's potential in the coming years.

We anticipate consistent growth of approximately 10-15% per year, driven by strategic initiatives and market demand. This growth is expected to result in a profit after accounting for all operational expenses, taxes, and reinvestments. Over the coming years, we foresee VacZoom continuing to expand its market presence and strengthen its customer base. Our commitment to innovation, quality service, and customer satisfaction will remain at the core of our strategy as we work to sustain this upward trajectory and maximize our product value.

### XIII. References

1. *Global Robotic Vacuums Market Report with SWOT study and competitive analysis, forecast 2032: By Industry Research Biz.* SOUTHEAST. (n.d.).  
<https://southeast.newschannelnebraska.com/story/51233304/global-robotic-vacuums-market-report-with-swot-study-and-competitive-analysis-forecast-2032-by-industry-research-biz>
2. T. N. A. (2024, April 19). *Vacuum cleaners market 2024 SWOT analysis by average price, revenue, gross margin and market share to 2032.* LinkedIn.  
<https://www.linkedin.com/pulse/vacuum-cleaners-market-2024-swot-analysis-average-v8b4f/>
3. *Vacuum cleaner market size, share: Growth [2023-2030].* Vacuum Cleaner Market Size, Share | Growth [2023-2030]. (n.d.).  
<https://www.fortunebusinessinsights.com/vacuum-cleaner-market-109213>
4. *iRobot® Bundles* | iRobot. (n.d.).  
[https://www.irobot.com/en\\_US/us/irobot-bundles?source=google\\_paid&medium=cpc&ds\\_campaign=US+-+Conversion+-+PMAX+-+Bundles&ds\\_content=&ds\\_keyword=&gad\\_source=1&gclid=Cj0KCQjwm5e5BhCWARIsANwm06hQIZs00jIDHSAW1nehuC7heupZNoRu15NA1n2EdOA9MSg-CmgnUW0aArLfEALw\\_wcB&gclsrc=aw.ds](https://www.irobot.com/en_US/us/irobot-bundles?source=google_paid&medium=cpc&ds_campaign=US+-+Conversion+-+PMAX+-+Bundles&ds_content=&ds_keyword=&gad_source=1&gclid=Cj0KCQjwm5e5BhCWARIsANwm06hQIZs00jIDHSAW1nehuC7heupZNoRu15NA1n2EdOA9MSg-CmgnUW0aArLfEALw_wcB&gclsrc=aw.ds)
5. *Global Robotic Vacuums Market Report with SWOT study and competitive analysis, forecast 2032: By Industry Research Biz.* SOUTHEAST. (n.d.).  
<https://southeast.newschannelnebraska.com/story/51233304/global-robotic-vacuums-market-report-with-swot-study-and-competitive-analysis-forecast-2032-by-industry-research-biz>
6. T. N. A. (2024, April 19). *Vacuum cleaners market 2024 SWOT analysis by average price, revenue, gross margin and market share to 2032.* LinkedIn.  
<https://www.linkedin.com/pulse/vacuum-cleaners-market-2024-swot-analysis-average-v8b4f/>
7. *Vacuum cleaner market size, share: Growth [2023-2030].* Vacuum Cleaner Market Size, Share | Growth [2023-2030]. (n.d.).  
<https://www.fortunebusinessinsights.com/vacuum-cleaner-market-109213>
8. *iRobot® Bundles* | iRobot. (n.d.).  
[https://www.irobot.com/en\\_US/us/irobot-bundles?source=google\\_paid&medium=cpc&ds\\_campaign=US+-+Conversion+-+PMAX+-+Bundles&ds\\_content=&ds\\_keyword=&gad\\_source=1&gclid=Cj0KCQjwm5e5BhCWARIsANwm06hQIZs00jIDHSAW1nehuC7heupZNoRu15NA1n2EdOA9MSg-CmgnUW0aArLfEALw\\_wcB&gclsrc=aw.ds](https://www.irobot.com/en_US/us/irobot-bundles?source=google_paid&medium=cpc&ds_campaign=US+-+Conversion+-+PMAX+-+Bundles&ds_content=&ds_keyword=&gad_source=1&gclid=Cj0KCQjwm5e5BhCWARIsANwm06hQIZs00jIDHSAW1nehuC7heupZNoRu15NA1n2EdOA9MSg-CmgnUW0aArLfEALw_wcB&gclsrc=aw.ds)
9. *iRobot reports fourth-quarter and full-year 2023 financial results.* iRobot Corporation. (n.d.).  
<https://investor.irobot.com/news-releases/news-release-details/irobot-reports-fourth-quarter-and-full-year-2023-financial>

## **XIV. Appendix**

- Ad 1. Print Ad Reflecting the Result of SWOT and Means-End Analysis
- 2. Ad 2. Print Ad Reflecting the Result of Quadrant Analysis
- 3. Ad 3. Print Ad Reflecting the Result of Market Segmentation Analysis
- Page | 12 MKT203, Fall 2024
- 4. Ad 4. Print Ad Reflecting the Result of Brand Positioning Analysis
- 5. Ad 5. Print Ad Reflecting the Result of Price and Design Quality result
- 6. Table 1. SWOT Analysis
- 7. Table 2. Means-End analysis – Codes of Attributes, Consequences, and Values
- 8. Table 3. Means-End analysis – Frequency Matrix of A x C and C x V combinations
- 9. Table 4. Quadrant Analysis – Table of Attributes, Importance, and Each Brand's Performance
- 10. Table 5. Market Segmentation – Comparing 3 to 6 Cluster Solutions
- 11. Table 6. Market Segmentation – Mean Scores of Attributes for Market Segments
- 12. Table 7. Market Segmentation – Name and Description of Each Market Segment
- 13. Table 8. Market Segmentation – Outcome Behaviors of Market Segments
- 14. Table 9. Market Segmentation – Sociodemographic Profile of Market Segments
- 15. Table 10. Brand Positioning – Mean Scores of Brands x Perceptions
- 16. Table 11. Brand Positioning – Correlations of Attributes to Two Dimensions
- 17. Table 12. Brand Positioning – Characteristics of Two Dimensions
- 18. Table 13. The Product (or Service) Design Quality Survey Result
- 19. Table 14. Income Statement of Ten Years
- 20. Figure 1. Means-End Diagram
- 21. Figure 2. Quadrant Analysis Diagram
- 22. Figure 3. Positioning Map (Note: Add the overall mean of each brand and the ideal point area)
- 23. Figure 4. Histogram of the Internal Reference Price
- 24. Qualtrics Survey 1. Means-End Analysis Diagram
- 25. Qualtrics Survey 2. Quadrant Analysis Importance-Performance Chart (Two Brands)
- 26. Qualtrics Survey 3. Market Segmentation
- 27. Qualtrics Survey 4. Brand Positioning
- 28. Qualtrics Survey 5. Internal Reference Price and Product (or Service) Design Quality