

Prusa Research - Marketing Portfolio Analysis

HOW IS PRUSA RESEARCH VIEWED BY THE
3D Enthusiasts? (1-5, 5 = best)

PRICE

1.86

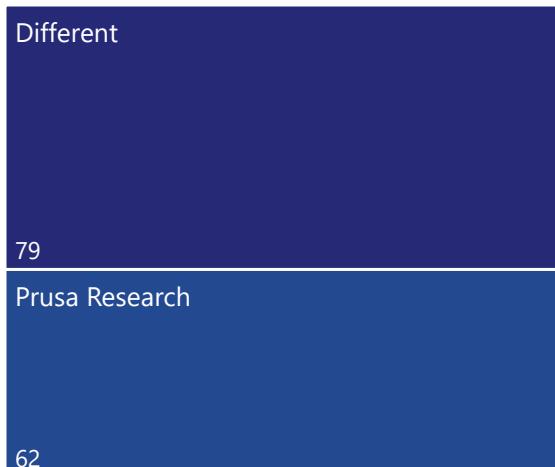
EFFECTIVENESS OF PROPAGATION

3.37

PRODUCT QUALITY

3.00

Number of Respondents by Ownership



ARE YOU LOYAL TO YOUR BRAND?

● No ● Not sure ● Yes

Prusa... 17.73%

5.67%

Differ... 20.57%

29.08%

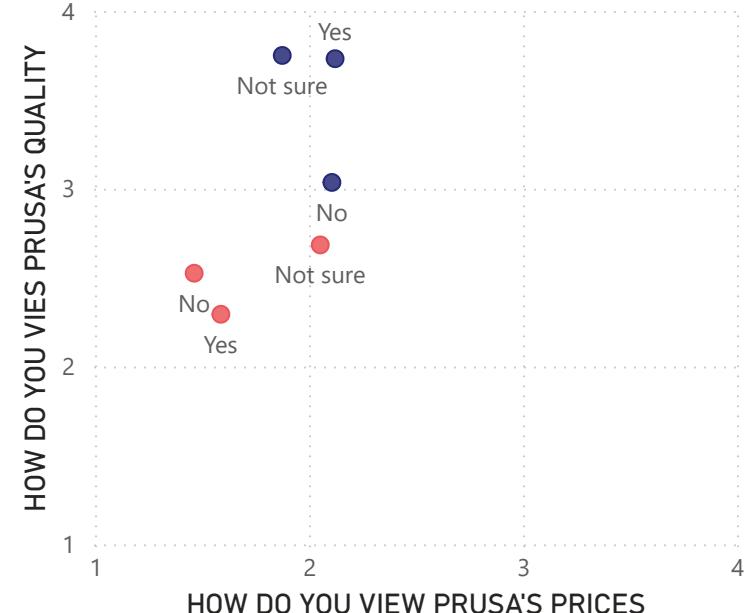
14.89%

12.06%

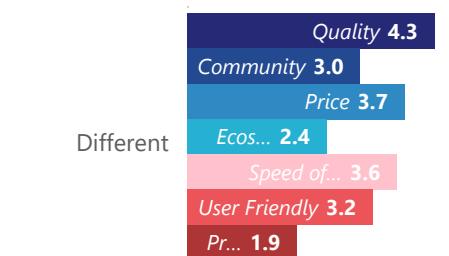
0% 20%

ARE YOU LOYAL TO YOUR BRAND?

● Different ● Prusa Research



How important are these factors for you? (0-5)



HOW OFTEN DO YOU ORDER 3D PRINTING RELATED GOODS & HOW PRICE IS IMPORTANT TO YOU?

Price 3.6

Price 3.4

Different Prusa Research

Price 4.0

Price 2.8

Different Prusa Research

Price 4.0

Price 3.4

Different Prusa Research

Price 2.3

Price 2.7

Different Prusa Research

More often

1-3 times a month

4-6 times a month

Less then once a month

More often

0

5