



MARKET RESEARCH

PREPARED BY



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OUTLINE

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INTRODUCTION



14 Million+ People live in Lagos with a steady growth rate of 3.4% Annually, Lagos has 9 million people living in the city proper and about 6 million in the urban area.

This population growth is also accompanied by the rapid rural-urban drift of a young population and an expansion of the middle class.

Diver is a service that let's you know about available pools in your area as part of a pool rental program, the program would allow you to rent out a private pool belonging to another participant in the program for a fee

Background Study

This study aims to gain better insight into swimming habits and patterns of the young Nigerian populace, with a focus on understanding the needs of both individuals and property owners, and to understand how these needs can be met by Diver, backed by knowledge sharing, technologies and skills. As such the main objectives of this study are to:

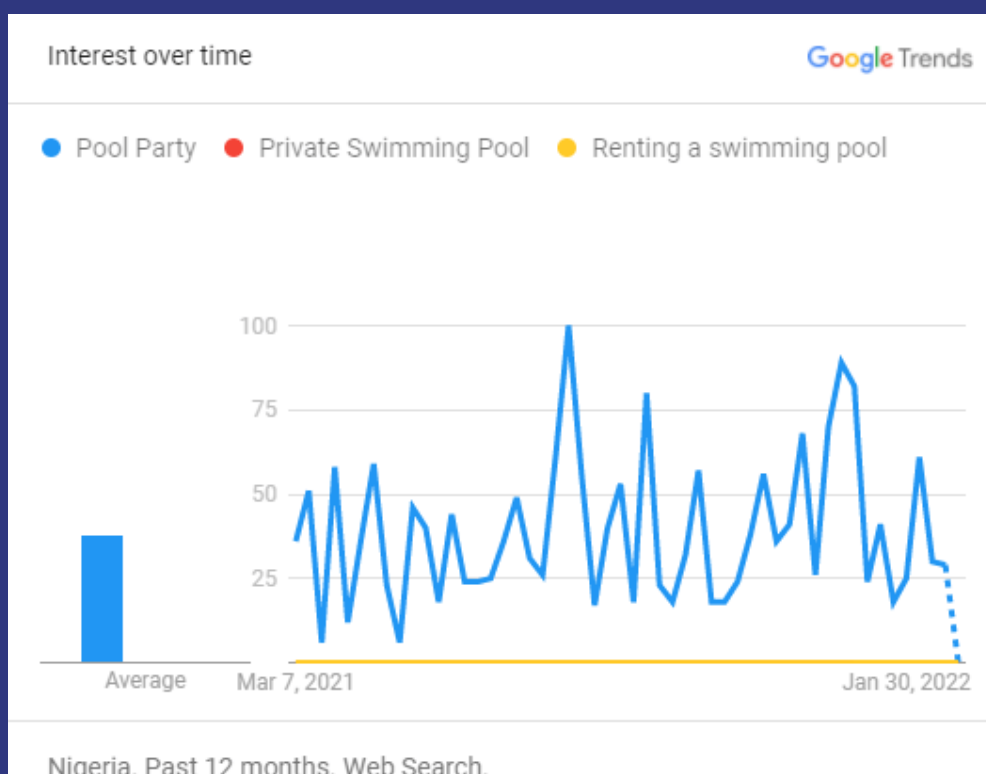
- Analyse the shared apartment/leisure space.
- Identify potential market opportunities for Diver as a leisure service
- Analyse and derive insights from survey responses

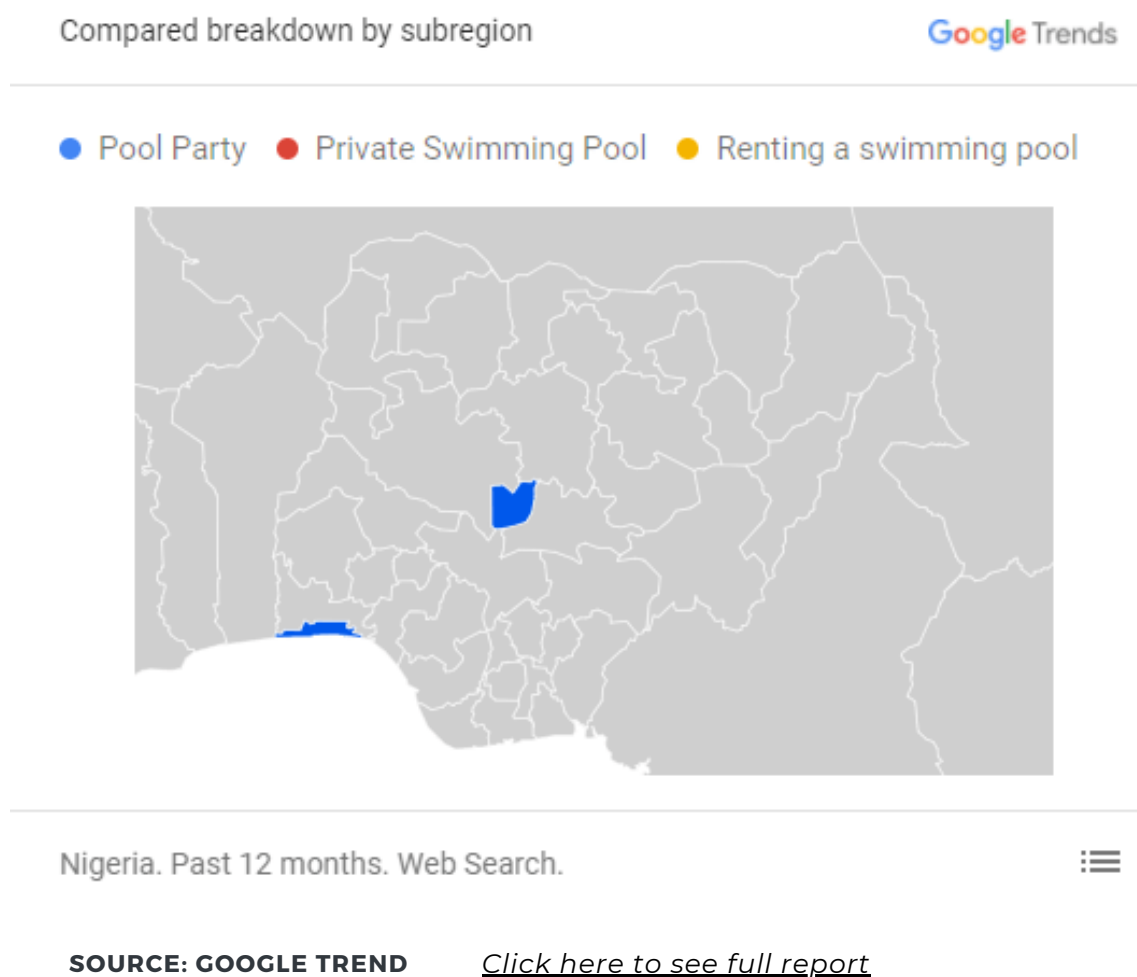


SWIMMING TREND IN NIGERIA

In recreation and sports, Swimming is the propulsion of the body through water by combined arm and leg motions and the natural flotation of the body. In Nigeria, it is not the most popular sports or recreational activity; however, the new generation of kids and youths (Gen-Z) are warming up to Swimming as a relaxation and leisure activity.

A quick comparison on google trends shows the two major cities with the highest google searches for Private Swimming, pool parties, and swimming pool rental locations are Lagos and Abuja. [See google trend chart.](#)





Filtering the keywords by sub-regions shows that only Abuja and Lagos have web searches above 100 monthly. This indicates a high level of interest in these activities, a drill down on the age group of those who do these searches between 18 and 45.

However, there is insufficient data to conclude these comparisons, hence the need for deeper and more targeted market research.

MARKET RESEARCH BRIEF

Problem Statement

Diver for leisure is looking to explore the shared apartment and leisure space in Nigeria. With an entirely new business model, diver aims to create shared recreational & leisure services around swimming, hangouts and entertainment. Diver requires comprehensive market research to understand this new market.

Questions the research seeks to answer.

- Who is my target audience?
- What do they need?
- What are their wants?
- Which geographies have sales potential?
- What can be the distribution channels?
- Why will they need/want my products and services?
- Who are Diver's competitors?
- How are the market and environment?

Questions Diver should be answering.

- What can we do to make the product/service more attractive
- what are the Gov't regulations around such services
- what other bottlenecks are there
- what will be the ROI given X amount of investment
- what is the best entry/go to market strategy for Diver to gain momentum?

DATA COLLECTION

Methodology

A primary research method was carried out for this market research because of Diver for leisures type of service(B2C & B2B). It will also serve as the base reference for future product research.

Data was collected using surveys(online), social media activities and interviews (physical) and via some focus group of real estate developers/agents.

Data Collection Channels

This market research was offline and online, focusing on young demography clustered around Lagos and Abuja, respectively.

Qualitative and quantitative data was collected through online surveys, questionnaires, and interviews. This was done due to time constraints and the need for first-party data. Questionnaires were administered via online channels(Facebook ads, blogs), in person, and in some cases via phone calls and emails. Below is a summary of all data collection channels and responses received.

RESEARCH TOOL	CHANNEL	RESPONSES
Online Survey for Prospective Customers	Survey Sparrow + Google Forms	256
Online Survey for Property Owners	Survey Sparrow+ Google Forms	1513
Physical Interview	Closed Friends/Circle of influence	20
Online Interview	Real Estate Agents Focus Group	15



FACEBOOK ADS TOTAL ENGAGEMENT

2.5K ENGAGED USERS

1.3K POST CLICKS

0.5K REACTIONS,
COMMENTS &
SHARES

An Audience reach facebook campaign was the channel used in sending out online surveys; we added little incentive to lure survey participants into responding. This ad ran for three months between Dec 2021 - Feb 2022 to get a good sample population

TARGET MARKET

ADOPTERS

TWE

TARGET MARKET

The ideal primary target market for this product (Diver for leisure) are individuals between the ages of 18-35, Middle class and are gainfully employed. A secondary target will be students of tertiary institutions, finding an optimal price/offer for this demography will be a major factor.

Customer Profile

In a segmented customer profile, each customer type is broken down by demographics, Top Priority/core values, and preferred communication channels. It includes a short summary describing how the marketing team should advertise to these individuals.

Segmentation

	Customer 1	Customer 2	Customer 3
Description	GenZ, Upper class Parents ,Income level N50K-150K.	Millennials, Upper Middle class ,Income level N150K-450K.	Parents/Family Groups/Work Retreat, Income level >500k
Age range	15-25 Yrs	28-45Yrs	Not Limited
Top Piority	Fun, Socialize and Party.	Connect, Relax, Recharge, and Meet potential life partners	Retreats, Weddings, Group Hangouts etc
Marketing Campaign	Online/Offline Channels	Closed Groups, Proffessional Community and Churches	Circle of Influence, Proffessional Groups

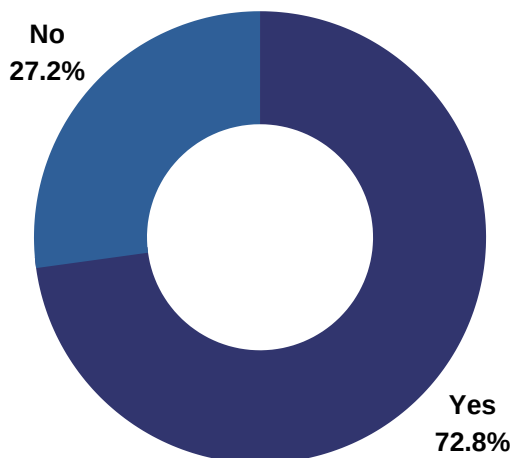
SURVEY ANALYSIS

1.5K RESPONDENTS

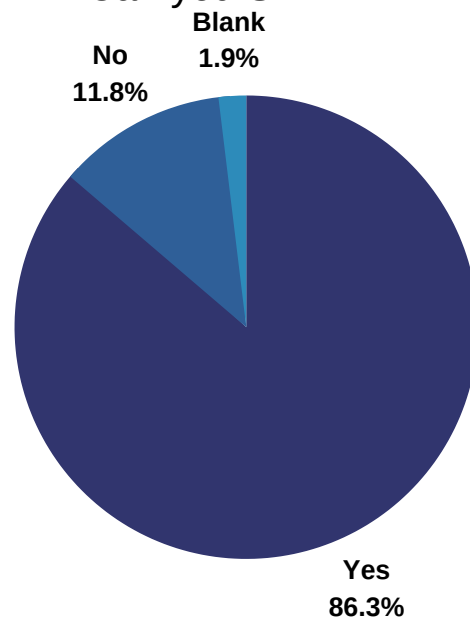
1.3K VALID
RESPONSES

256 PROPERTY
OWNERS/REAL
ESTATE AGENTS
RESPONDEND

Q_Do you live in lagos?



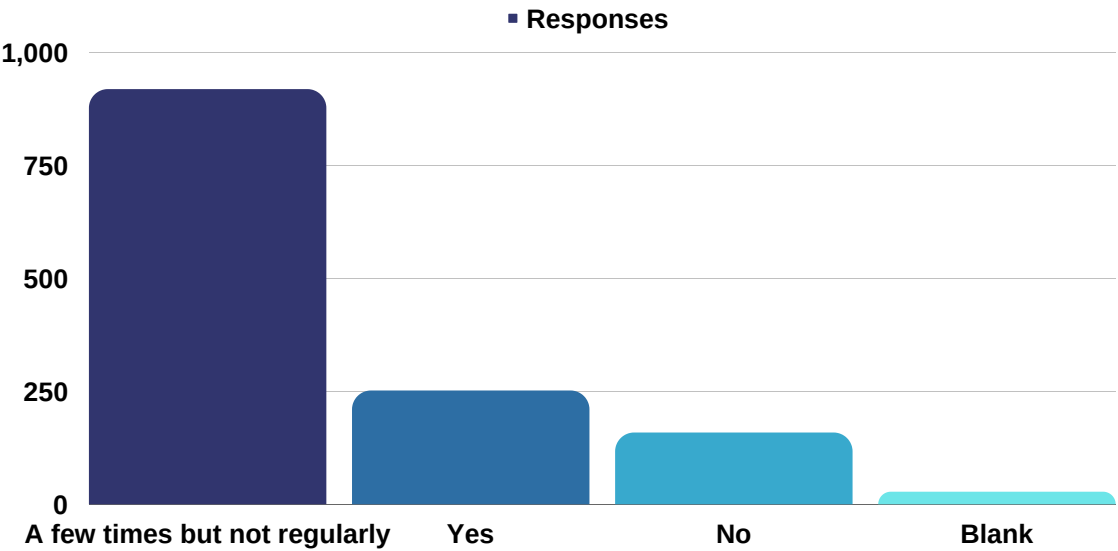
Can you Swim?



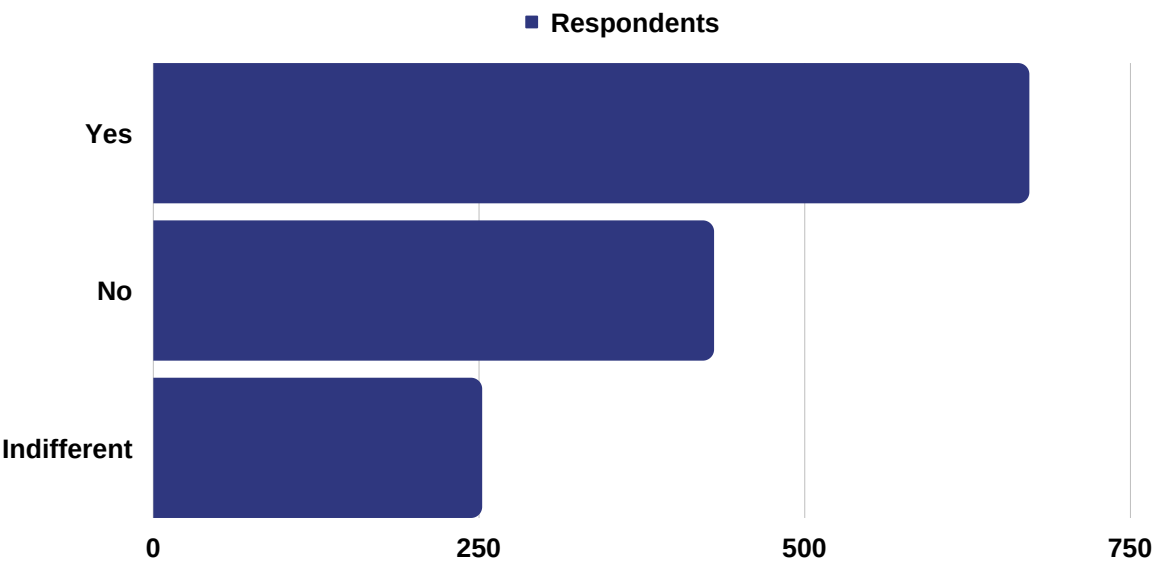
The visual above shows that the majority of the respondents live in Lagos and claim they can swim, although this is subjective, but will suffice for this research.

CUSTOMER SURVEY

Q_Do you swim regularly?



Q_Would you love to go swimming regularly?



[click here to go to dashboard](#)

Above 50% of respondents would love to go swimming regularly, this indicates interest in the kind of service diver is looking to render.

Q_TopN Reasons Why Respondents Don't Swim Regularly

- **BECAUSE I DON'T GO OUT OFTEN**
- **I CAN'T SWIM.**
- **THERE ARE NO NEARBY POOLS IN MY AREA.**
- **BECAUSE I CAN'T AFFORD TO TRAVEL AS MUCH AS I'D LIKE**
- **DISTANCE TO A SWIMMING POOL**
- **SWIMMING IN HOTELS ARE EXPENSIVE**
- **I DON'T HAVE FRIENDS TO TAG ALONG**

Q_How likely will you rent a pool to swim?

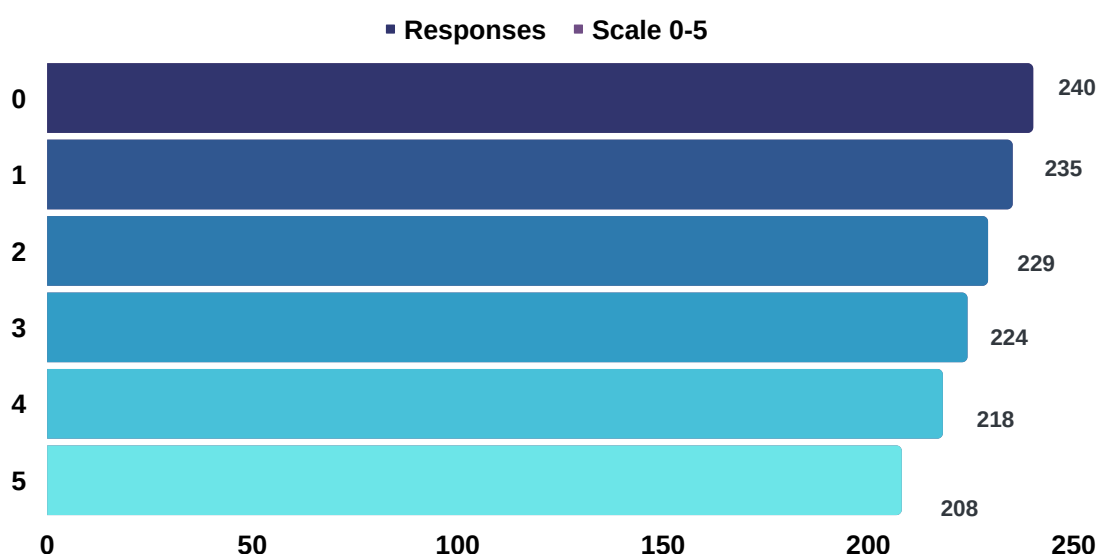
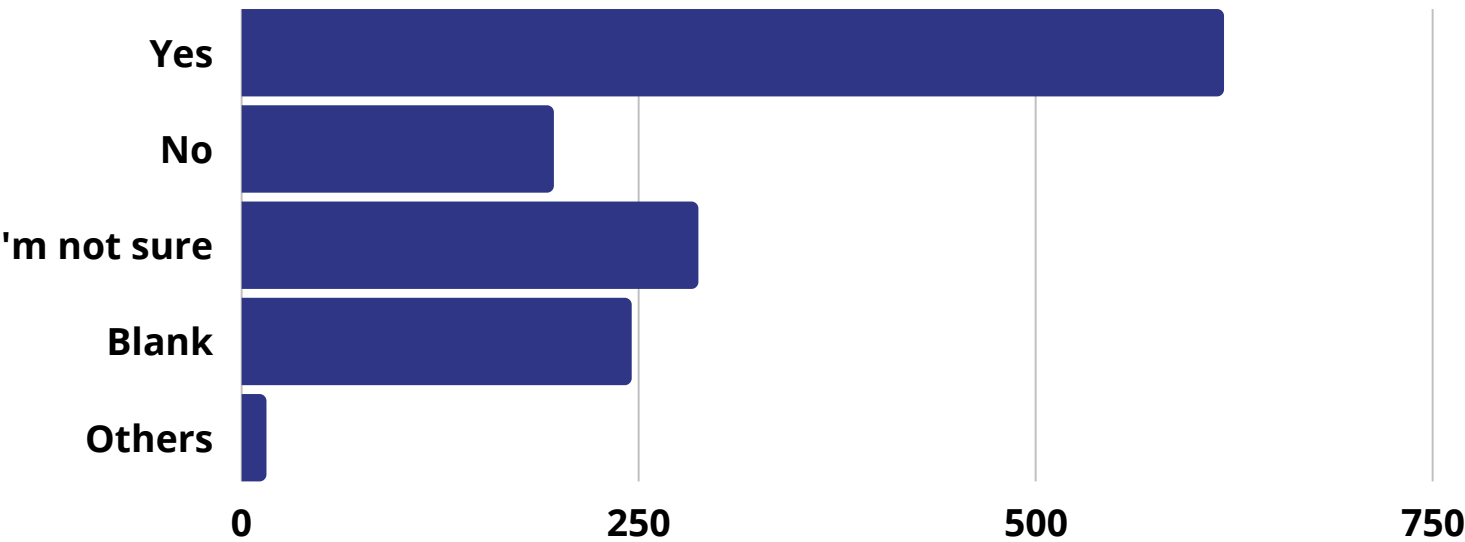


Fig: Projected demand mapped against population growth

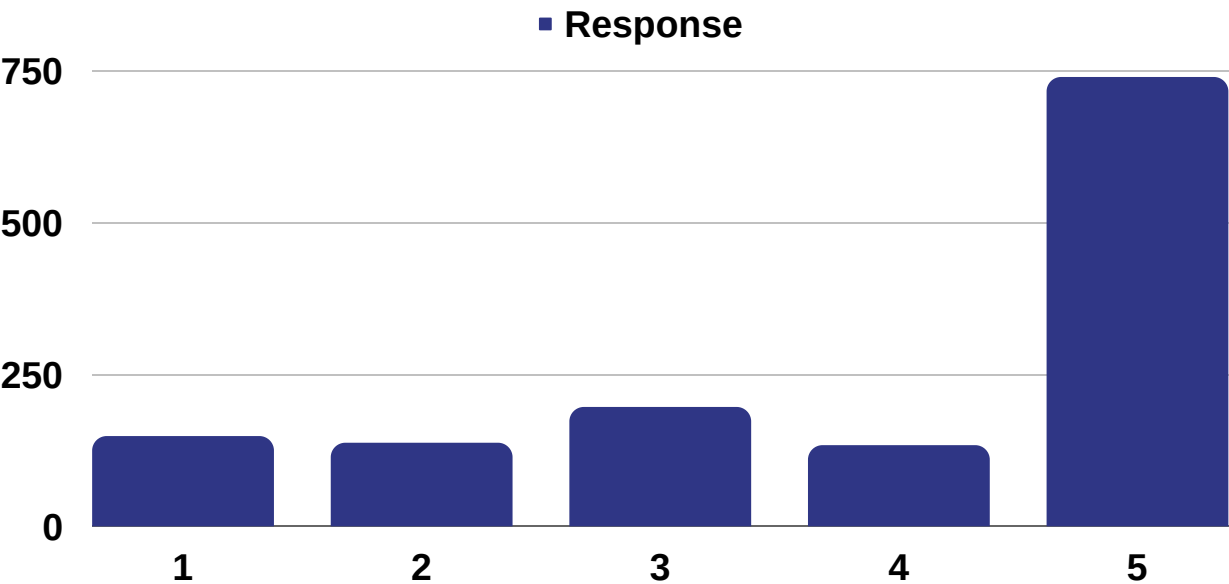
Most respondents stated lack of a swimming facility nearby and unaffordable fees as major reasons they do not swim regularly even though they would love to. However, responses on whether they are willing to rent a pool to swim are unclear, as responses spread almost evenly on a scale of 0-5, with a seemingly normal distribution curve. This may be due to the uncertainty of pricing and how affordable renting a pool might be.

BRAND PERCEPTION ANALYSIS

Q_ Would you patronize a service that let's you know about available pools in your area as part of a pool rental program? (The program would allow you to rent out a private pool belonging to another participant in the program for a fee)

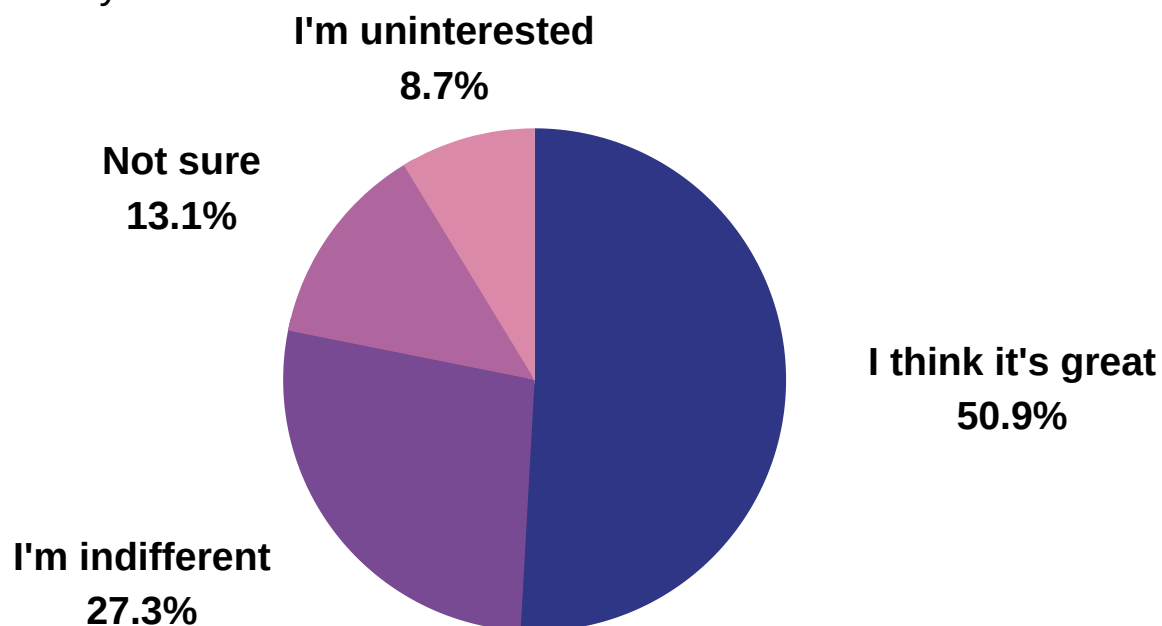


Q_ On a scale of 1-5,How likely will you use such services?

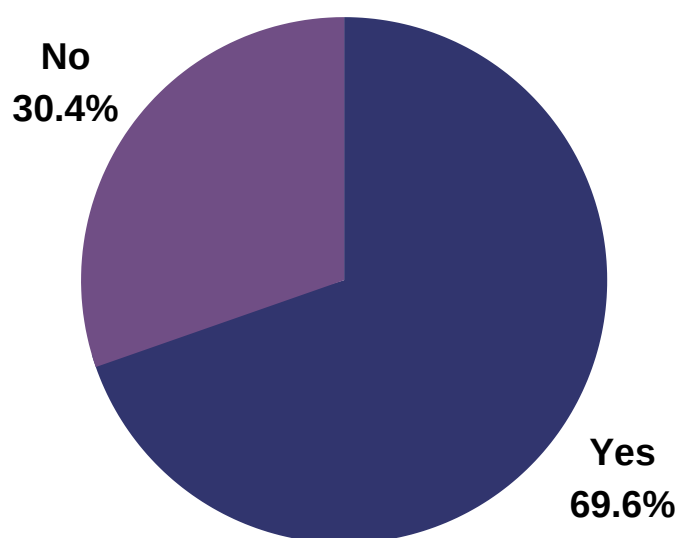


The visuals above provide a glimpse into diver's brand perception, 45.5% of respondents are willing to patronize such services with about 754 respondents very likely to on a scale of 5

Q_How would you feel about this service?



Q_Would you recommend it to a friend?

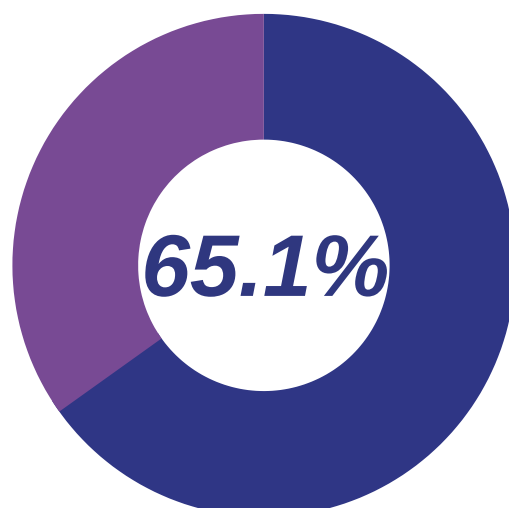


The majority of the respondents have a positive feeling about diver as a service and would recommend this service to a friend after experiencing it. The analysis also takes a step closer to calculate diver's usage intention, which is 65.1%.

Emphasis on experience here, as a bad first-time bad experience will reduce this percentage and skew the results from this market research.

Usage Intention

I'm indifferent
34.9%



Yes, I think it's great
65.1%

Q_ What other types of leisure activities would you like to experience apart from swimming? (e.g. indoor basketball, fine dining etc.) TopN Response

- **HOUSE PARTY, GAMES**
- **MAYBE POOL TOY GUNS**
- **BAR**
- **CHESS**
- **INDOOR GAMES**
- **BOARD GAMES**
- **CARDS**
- **KARAOKE**
- **CHOPS**
- **PARTY**
- **DJ**

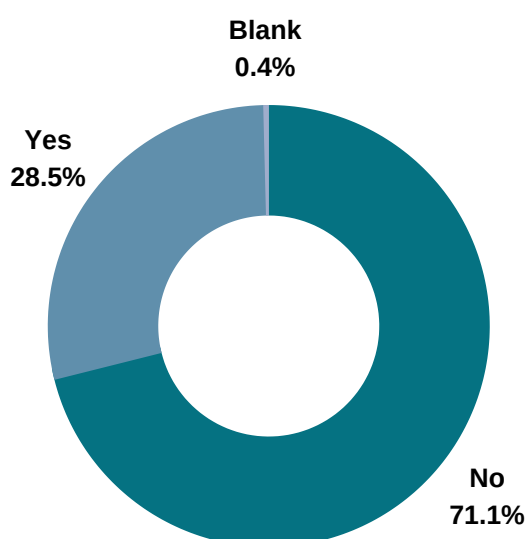
This analysis also seeks to get an insight into what other type of leisure activities user will like to experience ,above is a list of the Top N activities with the highest occurrences. House parties, games and bar are top three, this is evident to the type of demography this survey was targeted at, however with a different type of target audience. responses might differ.

PROPERTY OWNERS SURVEY ANALYSIS

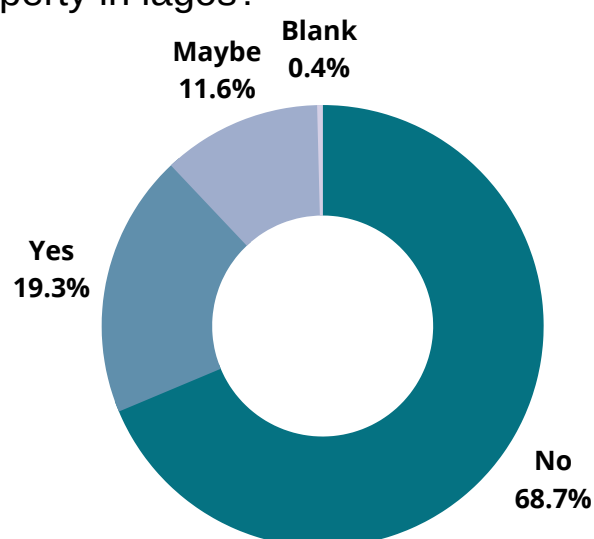
This survey was distributed online and within small closed circles(focused groups) of real estate developers and agents in Lagos.

Qualitative data was collected through the use of questionnaires & interviews. This was done due to time constraints and the need for first-party data. Questionnaires were administered in person and, in some cases, via phone calls and emails. Below is an analysis of the responses gathered.

Q_Do you live in lagos?



Q_Do you own or have leasing rights to a property in lagos?



[click here to go to dashboard](#)

Q_If yes where do yo have this property?

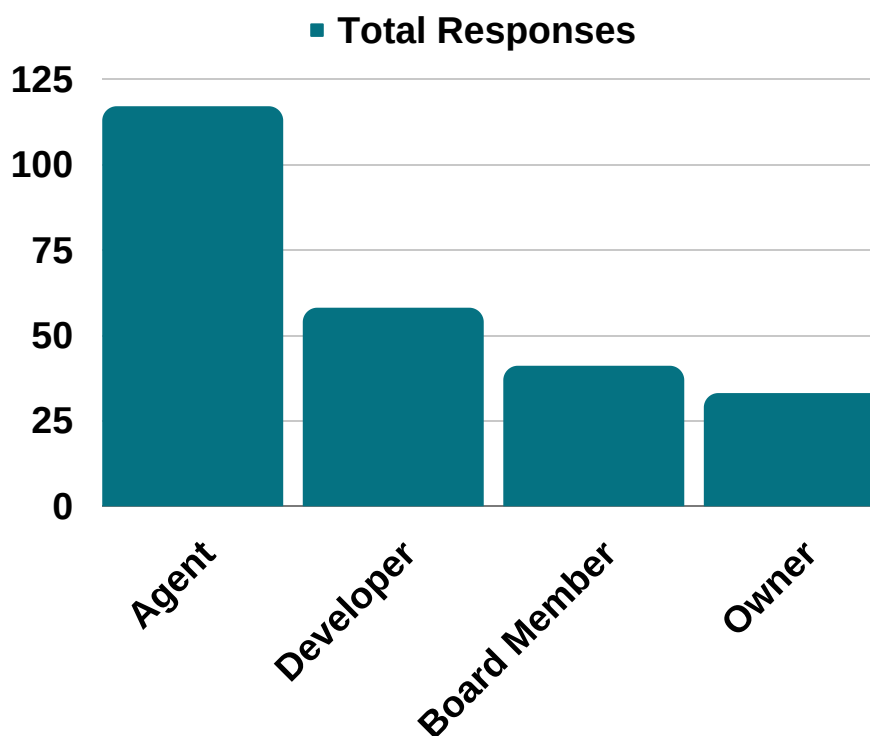
TopN Locations

- **OSAPA LONDON**
- **AJAH/ITEDO**
- **KWARA STATE**
- **LEKKI**
- **ABEOKUTA OGUN STATE**
- **ABUJA**
- **AJAH**
- **IKEJA & ENVIRONS**
- **BLOCK 261 FLAT 1 ABESAN ESTATE**
- **EGBEDA**

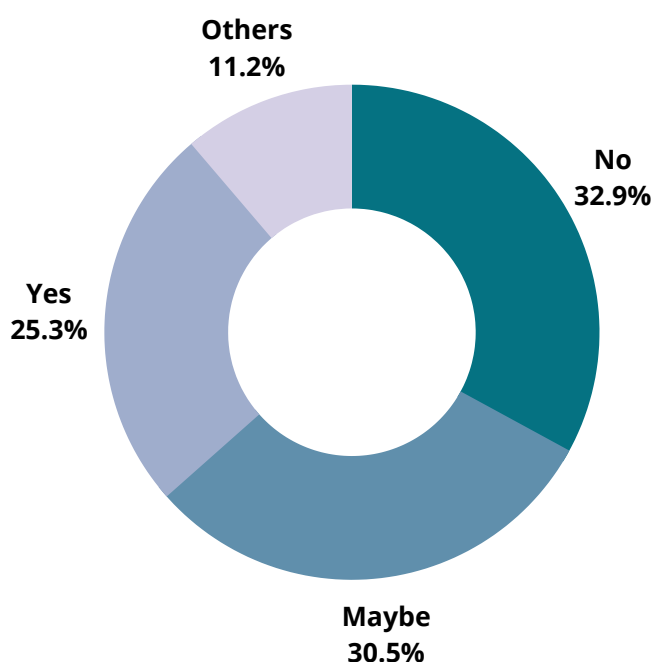
Disclaimer

THIS MARKET RESEARCH IS CARRIED OUT BASED ON INFORMATION GATHERED FROM RESPONSES OF THE TARGET MARKET

Q_What is your Relationship with this property ?

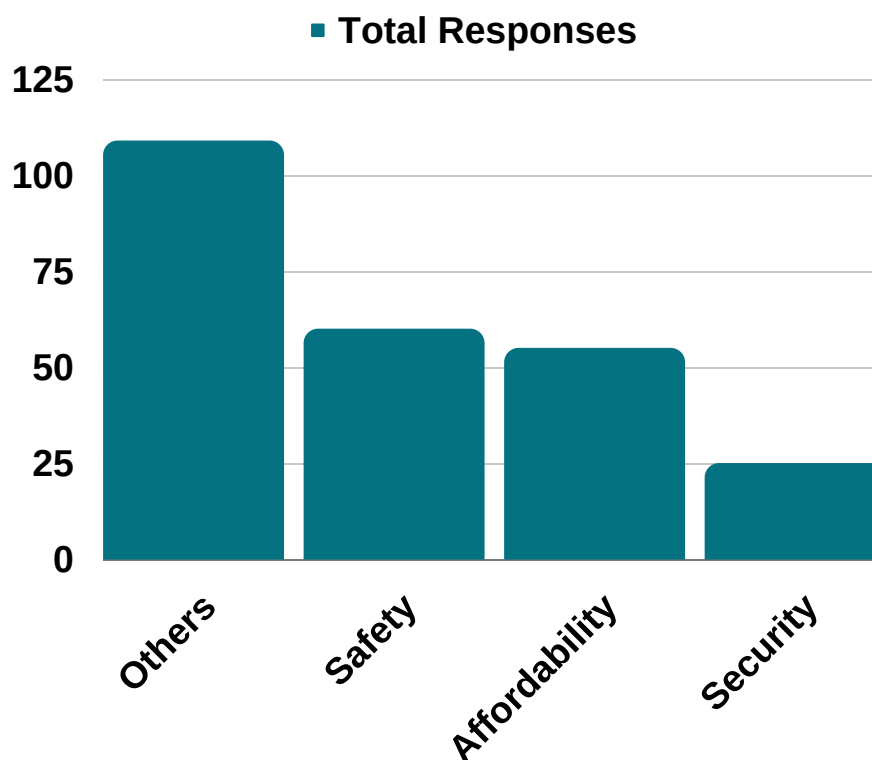


Q_Would you patronize a service that let's you rent out your private pools and earn extra income on your properties?



The respondents in this survey are clustered around Lagos, and few online respondents are from Abuja, Kwara and Ogun State. 68.7% have properties or are affiliated to properties that have swimming pools. A list of locations where these properties are is shown above .

Q_If No what concerns do you have?



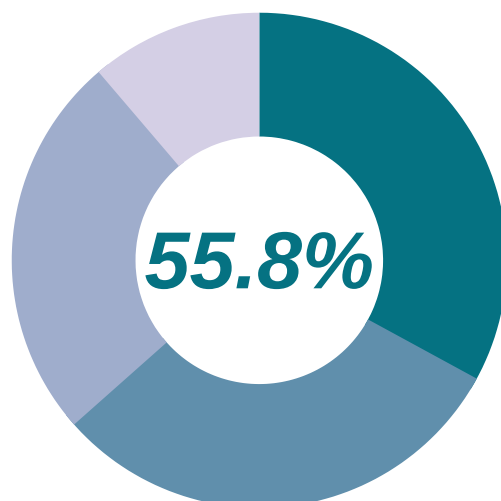
Q_If yes what will motivate you to do so?

TopN Reasons

- **MONEY**
- **ROI**
- **INCENTIVE**
- **UPSELL**
- **BUSINESS RELATIONSHIP**
- **INCENTIVES AND CONDUCT OF THOSE RENTING IT**
- **THE INCREASE IN PEOPLES DEMAND FOR SHORTLET HOMES**
- **IF THE LEASING FEE IS GOOD**
- **THE PROFIT**
- **HIGH RETURN ON INVESTMENT**
- **TRUST**
- **THE ENVIRONMENT**
- **LOCATION OF THE PROPERTY**

Most respondents to the questionnaire stated safety and security as major concerns for leasing out a swimming pool facility, among other concerns why they will not lease out their private swimming facilities. As for Motivations to make them rent out, Money, Upselling and making business relationships are some reasons that will motivate them to do so. Generally, a case of "for the right price I will lease."

Usage Intention



More than half of the respondents showed a willingness to use this product if its lunches, although this may have other variables involved.

Q_ What other lifestyle services would you like to include in the rental swimming experience?(e.g sound system, poolside grills) TopN Services

- **ALCOHOL**
- **BAR**
- **CHOPS**
- **DJ**
- **DRINKS**
- **FOOD**
- **GAMES**
- **GIRLS AND PARTY**
- **GRILLS**
- **GRILLS AND CHOPS**
- **MUSIC**
- **PITCH**

An estimated 55.8% of respondents showed willingness to use this service if their concerns are catered for. And when asked what other lifestyle services they would like to include on Diver?, Grills, Bar and a mini-pitch stood out as good suggestions. These responses signal an opportunity to explore if Diver can be properly curated to meet the needs stated by respondents.

Key Insights

"Yes, especially if I can share the cost with my friends and have some mad fun :) "

The above statement by one of the respondents and several similar responses indicates that having a service like Diver will be great. However, there are many caveats. Below is the summary of key insights from all the responses

1

Action or commitment

65.1% of the respondents say they will patronize a service like Diver if it is nearby and affordable

2

Action or commitment

Swimming facilities in Nigeria are still very much difficult to locate. Private swimming pools are fewer.

3

Action or commitment

The single most important metric for early adopters is usage intent percentage at 65.1% and 55.8% respectively

4

Action or commitment

The majority of the respondents stated security and safety and a well curate experience as major factors for adoption

Access the full Survey responses [here](#)

SWOT ANALYSIS

A SWOT analysis is presented about the constraints and opportunities in the sector, also considering Diver's strengths and weaknesses. Clear is that the demand for a shared swimming pool service is minimal. However, the increased demand will open opportunities to Diver and its offerings.

S

STRENGTH



- First of its kind in Nigeria
- Quick turnaround time
- Low effort High Impact

W

WEAKNESSES



- Little to Not enough Swimming Facilities
- Unfavorable market/low Purchasing power
- Little/No social media presence

O

OPPORTUNITIES



- A growing teeming population of GenZ's and shared service culture in Nigeria
- Demand for Shared Leisure Services
 - New ways of connecting and hanging out.

T

THREATS



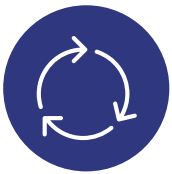
- High Pricing
- Poor Preservation
- Safety & Security

Recommendation

There are 2 States and Over 20K targets in total.

Lagos and Abuja will be a good testing ground for Diver as the majority of people that fit all three customer profile segments are clustered in these states.

This section identifies the specific actions and targets you are prioritizing, and demonstrate how they align with your own strategy and goals.



Reiterate on Diver

Diver is advised to reiterate on the idea and take a critical look at the insights from this research to curate potential service offerings



Experiment

Diver can strategically outline hotspots and experiment potential service offerings in a closed environment



Innovate on User Experience

This market research has clearly stated how users lay emphasis on having great experiences with a service like diver, Therefore finding innovative ways to offer diver as a leisure service is very important to its success



Robust Brand Strategy/Marketing

Good branding is at the heart of any great business. You need only look around you to see the evidence.

Re-Iterate on Diver

Diver is advised to reiterate the startup idea and take a critical look at the insights from this research to curate potential service offerings.

Below are outlined steps to achieve this.

- Re-examine the idea and business model
- Identify and further explore market opportunities.
- Use a business model canvas(BMC) to pull into focus what Diver is and is not.

Innovate on User Experience

As with every business , Innovation is the backbone to sustaining it, diver can

- Research competitors and see what they are about
- Curate new product offerings for each customer segment
- Attach perks and freebies with product offerings(Refferal program)

Discover & Experiment

As a startup, you are creating a new service under conditions of extreme uncertainty. That's why both Discovery and Experiment are crucial when you start with 'just an idea'.

- Diver can strategically outline hotspots and experiment potential service offerings in a closed environment like universities,small gatherings,family and small circle of influence
- Look at startups similar to diver in the diaspora and model accordingly([swimly](#) is a good example)

Robust Brand Strategy/Marketing

Good branding is at the heart of any great business. You need only look around you to see the evidence. Diver should hire a team that believes in the business vision and execute to the later. Click the link to get a breakdown on branding and strategy [here](#)

CONCLUSION

In conclusion, this study has identified Diver's target market, segmented them into different customer profiles and qualitatively revealed insights into both surveys circulated.

Happily, the survey responses reveal that there is a market opportunity within the target locations and an actual demand for a leisure service like Diver, with a usage intent of 65.1% for consumers and 55.8% for property owners, respectively.

A very subtle and important finding is the emphasis most respondents put on having a very well-curated experience and value-added services on Diver. Recommendations have been provided on what other lifestyle services can be included in Diver's service offerings.

As a new startup with a focus on the Nigerian Market, this research has highlighted the four cardinal factors of success (SWOT) for Diver, which coincidentally will be the first to launch a leisure service for swimming, and this means much exploring and experimenting; therefore a lot of brainstorming and innovation will go into making sure Diver is a success.