**Price Comparision of the Brands**

**Bis 7 Watt:** (Small) (One product segment price comparision to understand the positioning of the brands)

**Method**: comparing the prices in amazon, mediamarkt, ebay, idealo and if available the prices from the brand’s own website

(https://www.idealo.de/preisvergleich/ProductCategory/2021F172349-230478-235692-239158-748668-4453600-4478516-100552459I16-15.html)

**JBL** go = 22 euro, JBL go+ = 33 euro, JBL go 2 = 23 euro, JBL go 3 = 35 euro, JBL clip 3 = 45 euro, JBL clip 2 = 46 euro (many small products, low to middle prices) JBL clip 4 = 57 in mediamarkt

JBL has all kinds of products in different segments. Thus, not possible to fit one specific strategy for them.

**Anker** Soundcore = 29 euro, Anker Soundcore Mini = 22 euro (low prices)

They have products priced as 36, 56 and 89 € also (different sizes). In amazon, their cheaper products are sold more. Their positioning is probably low segments to middle segments. In idealo, they have lots of cheap products.

**Philips** BT51 = 20 euro, Philips TAVS300/100 = 52 euro, Philips BT3900 = 28 euro, Philips TAS1505 = 25 euro, Philips = BT55 =13 euro, - has occasionally higher priced products but main focus is on the cheaper segment (low to middle prices)

**Harman** Kardon 50 euro, 40, Euro, 90 euro 3 models (high prices)

Their 8 watt BS costs 150 € in their website. It has high end products. They have more BSs that are big rather than small and easy to carry ones. They are focused on the big ones as in comparision with the small ones, their prices are lower. Small ones are over-priced maybe to create some comparision with the big ones.

**UE** the small one is normally 99 euro in their website, but available on Amazon between 60 and 80, still a luxury positioning (high prices) They have some medium sized BSs also.

**Sony** SRS-BTV5 = 25 € in idealo, in mediamarkt it has several other small BSs with prices 40 and 22 €,

Sony SRS-SB01 = 23.50€ mediamarkt They have small, medium and big BSs(for parties). And they have some options as models within these categories.

**Bose** Soundlink = 87€ in Amazon, Dunkelblau one is 95€ in Mediamarkt, Bose Soundlink II = 116€ in Mediamarkt (checked also Bose.de website, the two BSs they have are priced 105 and 130€) Bose positioned itself as luxury and niche. Tho they have two small BSs, their target market is more on to produce bigger speaker for events, parties, concerts etc. or for Professional people in the music industry (djs, musicians etc.) Link: https://www.bose.de/de\_de/shop\_all/speakers/speakers.html

**Beats** has one BS (Pill+), it is medium size and priced 138 € in Mediamarkt. So, they are more focused on bluetooth earphones and headphones rather than speakers. So, there is an opportunity for Beats in the market of Bluetooth speakers.

**Ideas**

**Group 1**

Only 6 people, highest income, very little knowledge, mostly don't own, high importance of price

**Group 2**

Includes actually 2 clusters. One cluster people who have a BS but not satisfied with it (I assume the 25.498 percent who owns a BS and 25.498 percent who intends to buy a BS are the same people)

If we could divide this group in the above way, the other cluster would be people that don’t have a BS and doesn’t want to buy one.

(Uninformed purchasers)

They own a BS. But they are not informed about the brands much and they have low knowledge about them.

They also want to purchase a new one, which shows they either need an upgrade or they were not satisfied with the product they bought.

They are the most price sensitive group. Might be because they already have a BS so they are less willing to pay for a 2nd one.

Compared to other groups they don’t value a specific feature of BS significantly (mild scores).

So, because of that, whatever product that satisfies average qualities in a BS and a relatively cheap one, that is able to reach them is likely to be purchased 🡪 **potential customers**

Brands with cheaper products and low brand awareness can gain market share.

Also, it is an opportunity for brands that doesn’t only produce products within the music industry.

Group 3 (Conscious consumers)

High knowledge. High brand awareness. Already own a BS and don’t intend to buy a new one. 🡪 **not potential customers**

Group 4

Although they have less income than Group 2, they are less price sensitive possibly because they don’t have a BS yet.

High brand awareness.

Seems like just needs to be targeted with average features of a BS and price

They could be targeted both by low end brands and higher quality brands (because of their average price sensitivity and relative importance of other features of a BS) 🡪 **potential customers**