**Market Analysis**

BuFfBoX

2/12/15

**Target Market**

According to the Parthenon Group, a “strategic advisor of choice for CEOs and business leaders worldwide,” there are six main segments to the college student population. If you wish to look more closely into the Prthenon Group’s Study please follow this link: <http://www.parthenon.com/GetFile.aspx?u=%2fLists%2fThoughtLeadership%2fAttachments%2f85%2fThe%2520Differentiated%2520University_WP_web_final.pdf>

Below is a quick review of each of these segments and if BuFfBoX will be targeting these groups.

Below is a quick summary. I highlighted the segments I thought we could target with our product:

* Aspiring Academics (24%) – “Traditional Student”
  + 18 – 24 years old
  + Pursuing an academic career
    - Usually fairly affluent
  + BuFfBoX Target Segment?
    - Yes – traditional students have an increasing need for data reliability, data sharing, and data storage. The BuFfBoX will meet all three needs.
* Coming of Age (11%) – “Growing up”
  + 18 – 24 years old
  + Usually have resources to academically “dabble”
  + BuFfBoX Target Segment?
    - Yes – although less focused on academics, any college student has both social and academic data needs. From sharing movies to storing and sharing music, most college students will need BuFfBox’s ability to collaborate.
* Career Starter (18%) – “Jobs, Jobs, Jobs”
  + 18 – 24 years old
  + College as tool to pursue career
  + BuFfBoX Target Segment?
    - Yes – when building a portfolio or resume college those students focused on jobs after graduation will want a reliable storage system for all their college work. The BuFfBoX will provide these students with this ability.
* Career Accelerator (21%) – “Continuing Education”
  + Usually 24+ years old
  + Use nontraditional delivery methods like online classes
  + BuFfBoX Target Segment?
    - Yes – due to the nontraditional delivery methods often used by these students, especially online classes, these students will need a place to easily store all their school data. BuFfBoX is the perfect device for these students.
* Industry Switchers (18%) – “ “
  + 24+ years old
  + less affluent
  + using college as opportunity to switch paths
  + BuFfBoX Target Segment?
    - No – will probably be priced out
* Academic Wanderer (8%) – “At risk”
  + 24+ years old
  + least affluent of groups
  + least likely to graduate
  + most likely to be dissatisfied by college experience
  + BuFfBoX Target Segment?
    - No – will probably be priced out

**Competitors**

At first I split competitors into two categories, software competitors and hardware competitors. However, after a little research I don’t think BuFfBoX will be competing with software providers, like Dropbox. We will not be able to compete with them in monetary or convenience terms. Additionally, you have to trust Dropbox with your data. What differentiates us from providers like Dropbox is the ability to have protected data. Therefore, we only have hardware competitors.

Below are summaries of the three devices that will probably be our chief competitors. This is chiefly due to price and quality. Among the top rated NAS devices only three were within what we believe will be our price range. Once we found our proper price range we only wanted to examine the best in the business as competitors so as to understand the level of quality we wish to achieve.

1. Seagate Central (<http://www.pcmag.com/article2/0,2817,2424411,00.asp>)

**$219.99 (MSRP)**

|  |  |
| --- | --- |
| **Pro** | **Con** |
| Easy Setup | Runs hot |
| Fast Read/Write speed | Only 4TB |
| Integration with Facebook and other media devices | Performance lag |

1. WD My Cloud Mirror (http://www.pcmag.com/article2/0,2817,2459697,00.asp)

**$399.99 (MSRP) –** Probably at the very high end of our competitors in terms of price

|  |  |
| --- | --- |
| **Pros** | **Cons** |
| I/O performance | 512MB default RAM |
| User-friendly interface | No folder management in UI |
| Personal Cloud Service | No printer support for USB |
| RAID 0 and 1 |  |
| Scalable |  |

1. Transporter (<http://www.pcmag.com/article2/0,2817,2417258,00.asp>)

**$199 (MSRP)**

|  |  |
| --- | --- |
| **Pros** | **Cons** |
| Retain full control of data | Need to know other users’ email |
| Affordable | Not very fast W/R |
| Easy to sync and back up | No built-in wireless |
| Can access remote NAS over web |  |
| Mac, Windows, iOS, Android support  Cross platform |  |

**BuFfBoX Competitive Advantages**

**Price** – a product that is no more expensive than our competitors

**Convenience** – a product that will fulfill our customer’s needs more efficiently than our competitors.

**Scalability** – a product to meet whatever needs our customers must have.

**Reliability and Security** – Because this is not cloud storage our customers will have more control of and protection around their data.