

# Market Analysis Objectives for AWG Products - Morocco

Based on the information from Aquaria's website(<https://www.aquaria.world/>) and the provided context, Aquaria specializes in atmospheric water generators (AWGs) that produce clean, potable water from air, targeting residential, commercial, and community applications. The company aims to address water security challenges, particularly in regions affected by drought or limited water infrastructure, such as Morocco. **This roadmap outlines a data analysis project to study the Moroccan market for Aquaria's AWG products, tailored to support the company's potential market entry.** The roadmap includes **objectives**, **scope**, **methodology**, **timeline**, **resources**, and **deliverables**, focusing on Aquaria's unique value proposition in sustainable water solutions.

## Primary Objective

**Conduct a comprehensive market analysis to evaluate the viability and strategic approach for Aquaria's atmospheric water generator (AWG) entry into the Moroccan market.**

## Secondary Objectives

### 1. Market Demand Assessment

- **Quantify water scarcity levels** across different Moroccan regions
- **Identify geographic hotspots** with the highest water stress indicators
- **Analyze seasonal water availability patterns** and drought frequency
- **Assess current water infrastructure gaps** in target areas

### 2. Target Market Segmentation

- **Map potential customer segments:**
  - Residential households in water-stressed areas
  - Commercial businesses (hotels, restaurants, offices)
  - Industrial facilities requiring clean water
  - Community centers and public institutions
- **Evaluate purchasing power** and willingness to invest in AWG technology
- **Identify early adopter profiles** and decision-making factors

### 3. Competitive Landscape Analysis

- **Identify existing water solution providers** in Morocco
- **Analyze alternative water sources** (bottled water, water delivery services)
- **Assess pricing structures** of current water solutions
- **Evaluate competitive advantages** of AWG technology vs. alternatives

### 4. Regulatory and Infrastructure Assessment

- **Research water quality standards** and regulations in Morocco
- **Analyze electricity infrastructure** required for AWG operation
- **Identify potential government incentives** for sustainable water solutions
- **Assess import/distribution requirements** for AWG equipment

### 5. Market Entry Strategy Recommendations

- **Prioritize target cities/regions** based on data analysis
- **Recommend optimal market entry approach:**
  - Direct sales vs. partnerships
  - B2B vs. B2C focus
  - Pilot program locations
- **Suggest pricing strategies** adapted to local market conditions
- **Identify key success factors** and potential barriers

### 6. Financial Viability Assessment

- **Estimate total addressable market (TAM)** size in Morocco
- **Project potential revenue** from identified target segments
- **Analyze cost structures** for market entry and operations
- **Develop ROI projections** for different market scenarios

## Success Metrics

- **Quantitative Analysis:** Water stress indices, market size estimates, demographic data
- **Qualitative Insights:** Regulatory landscape, cultural factors, adoption barriers
- **Strategic Clarity:** Clear go/no-go recommendation with supporting rationale
- **Actionable Intelligence:** Specific city targets, customer segments, and entry strategies

## Expected Outcomes

1. **Data-driven market assessment** with geographic prioritization
2. **Customer segmentation framework** for targeted marketing
3. **Competitive positioning strategy** highlighting AWG advantages
4. **Regulatory compliance roadmap** for market entry

5. **Financial projections** supporting investment decisions
6. **Implementation timeline** with key milestones

## **Alignment with Aquaria's Mission**

These objectives directly support Aquaria's goal of addressing water security challenges by:

- Identifying communities most in need of sustainable water solutions
- Ensuring market entry strategies align with local needs and capabilities
- Maximizing positive impact while maintaining business viability
- Supporting sustainable development goals in water-stressed regions