

Specific

S



Measurable

M



Achievable

A



Relevant

R



Timed

T

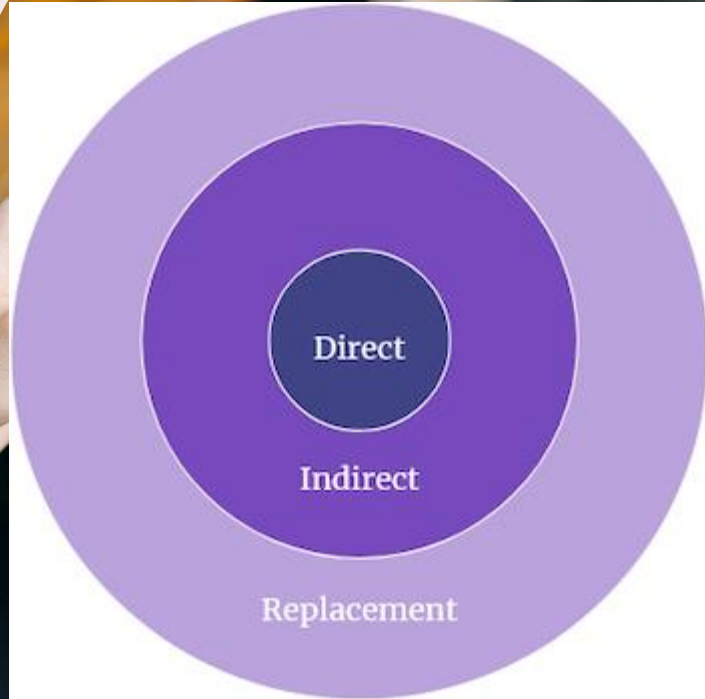


THE COMPETITION

ES MAMBU ALPUKAT



COMPETITIVE ANALYSIS



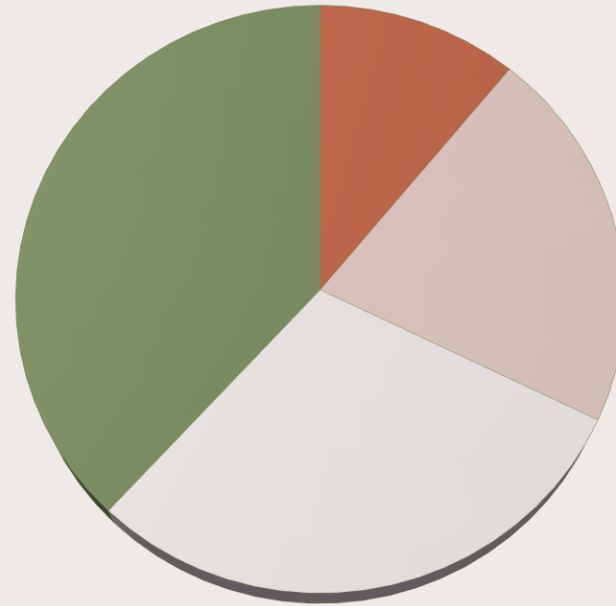
Our product

- Our product is priced below that of other companies on the market
- Simple and easy to use, compared to the complex equipment of the competitors

Competitive research

- Company A
Product is more expensive
- Companies B & C
Product is expensive and inconvenient to use

PRODUCT OVERVIEW



■ 2010 ■ 2011 ■ 2012 ■ 2013

12%

Retail sales

31%

Online sales

49%

Market sales

91%

Product satisfaction

THANK
THANK
THANK
YOU

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