

Executive Summary

Market Analysis

Purchase Intent

Feature Priorities

Customer Segments

55%

Purchase Intent

2,695 potential customers

1,400

Target Market Size

Core premium segment

\$249

Optimal Price Point

35% market acceptance

80%

Market Readiness

Have speaker experience

Strategic Recommendation

✓ PROCEED WITH HIGH-FIDELITY WIRELESS SPEAKER LAUNCH

Strong market opportunity with 55% purchase intent, premium positioning alignment, and clear differentiation path through superior sound quality.

Product Strategy

- Premium sound quality focus
- 20+ hour battery life
- Beats signature design

Pricing Strategy

- \$249 launch price point
- Premium positioning
- 35% market acceptance

Launch Timeline

Development

Q1 2025

Testing

Q2 2025

Launch

Q3 2025