**TruNorth Survival Solutions**

## Our Market and Industry

Our Market:

***Initial:***

* **Local Market of the Greater Edmonton Area**
* Potential customers that reside, or travel to our local market area.
* Shops and stores located in our local market area that cater to our target audience and sell complementary products. (ex. United Cycle, Cranky’s Bike Shop, Totem Outfitters, and Mountain Equipment Co-op.).

***Secondary:***

Whereas TruNorth’s demographic, psychographic, and behavioural target market segments are relatively static across the board, we're not limited to our local area. Our secondary geographical scope is broad. We are able to address our target audience that resides in or travels to a wider market area thanks to the help of state of the art, modern **online marketing and P.O.S**. technologies. Here are the main regions that we are marketing to online;

Alberta

* Our plan is to expand initially into our greater provincial area, especially since we are an Alberta-based company.
* Almost 1-in-10 Canadians live in Alberta (9%) but residents of Alberta are twice as likely to be Hard Outdoor Adventure Enthusiasts (18%) as their share of the total adult population would suggest. (Government of Canada, 2003)

British Columbia

* A new survey found that seven out of 10 adult residents in British Columbia have participated in outdoor activities such as hiking, skiing or canoeing, in the past year. (CBC, June 3, 2023)

The Yukon and Northwest Territories

* Yukon is a true wilderness. Vast areas are completely undeveloped, and most of the territory is outside of cell phone range. If you plan to go out into the backcountry, you're going to be a long way from help. (Government of Yukon, Feb 22, 2023)

***Drawbacks:***

* The characteristics of our breakout product are specific to the geographic areas stated above and will not be as helpful in other areas.
* Potential Solution: Produce variations of the product if there is high enough demand for it.

Our Industry:

***Niche Industry; Wilderness Survival Products***.

* The global survival tools market size is expected to spur significantly from *$1159.5 Million* in 2021 to *$2460.6 Million* in 2030. The market is likely to rise with a CAGR of *7.4%* during the forecast period. (Zion Market Research)
* The Adventure Travel Trade Association estimates the adventure travel market in North and South America and Europe is worth $263 billion US. (Outdoor Adventure | Destination BC)

Keywords; first aid kits, compact first aid kits, alternative exploration, safety, high-risk, cycling, mountain cycling, wilderness survival, do-it-yourself first aid kits, refill yourself first aid kits.

## Speculation of Demographics

Outdoor industry published a participation trends report detailing participation in outdoor activities in the US between 2015 and 2021. With the close cultural and geographical relationship between Canada and the US, this report can be utilised to extrapolate on future possible trends, and current norms in regard to outdoor activity participation.

Out of 100 customers 53 would be male and 46 female (Outdoor Industry Association, 2022, pg. 11). Over half of the customers would be between the age of 25 to 34 (Outdoor Industry Association, 2022, pg. 15). All of the customers would be interacting in outdoor activities at various levels; casual, moderate and core. Casual participants only perform 1-3 outings a year while core participants perform over 52 outings a year (Outdoor Industry Association, 2022, pg. 19).

Core participants are critical to the outdoor industry because they participate the most often in outdoor activities. Outdoor industry provides diversity percentages of the core participants based on ethnicity, caucasians dominate with 74.4% of the total core participant, with hispanics at 10.8% and black at 7.9% (Outdoor Industry Association, 2022, pg. 36).

Initial local selling locations within the city of Edmonton would be tailored around the core participants. Shops in dominant caucasian ethnic communities would be focused on, as they contain the highest percentage of reliable outdoor participants. Future local expansion in Edmonton would focus on hispanic and black communities for expansive core customer support.

Beyond locally, an online presence is essential. A personalised website with early ownership of our domain name and social media accounts will allow us future flexibility for e-commerce options.

## Our Competitors

| Competitors | About them | Benefits to us |
| --- | --- | --- |
| Canadian Safety Supplies.  [First Aid Kits | Canadian Safety Supplies](https://www.canadiansafetysupplies.com/shop-first-aid-kits-s/152.htm?msclkid=220f6b3507121ef6b03c0e1546f23667&utm_source=bing&utm_medium=cpc&utm_campaign=First%20Aid%20Kits-Exact-G2085117048&utm_term=first%20aid%20kits&utm_content=Home%2FCommunity%20First%20Aid%20Kits) | * Canadian Safety Supplies are a direct competitor as they provide first aid kits and first aid supplies. * They do not have a physical store location and interact with their customer base primarily through their website. They provide contact options through telephone, mail and email. * Canadian Safety Supplies are a general safety equipment supplier. * They provide regulation first aid kits meeting requirements specified in every province and territory in Canada. They provide pre-built first aid kits, and individual first aid supplies. | * Canadian Safety Supplies have an expansive variety of safety products, and exist in a wider market than TruNorth. * Developing a partnership with Canadian Safety Supplies would involve selling our products through their online service. Our products would then be accessible to Canadian Safety Supplies market share. * Developing interdependence with Canadian Safety Supplies would involve utilizing their service to acquire necessary first aid supplies for our product. |
| MyMedic.  [First Aid Kits | First Aid Supplies | MyMedic](https://mymedic.com/) | * They are a direct competitor to our first aid and emergency products. * They are an emergency response brand specifically catering to ease of access and reusability. * They are a relatively young brand but they have a decent footing in the industry. | * They are limited to providing emergency response products, whereas, at TruNorth, our vision is to provide long term wilderness survival solutions alongside emergency response products. * TruNorth has a narrower target audience than MyMedic, which allows us to establish more brand loyalty within our niche market. |
| The North Face.  [The North Face® Canada | Outdoor Clothing & Gear](https://www.thenorthface.com/en-ca?utm_content=ecomm&utm_medium=cpc&utm_source=bing&utm_campaign=CA%20%7C%20en%20%7C%20Hybrid%20%7C%20SEM%20-%20BKWS%20-%20EXA,PHR%20~%20Uni%20-%20Domain&utm_term=www%20northface&gclid=8e0f3387704d15ba274556a59cf58927&gclsrc=3p.ds&msclkid=8e0f3387704d15ba274556a59cf58927) | * The North Face is an Indirect competitor because their primary focus is on outdoor clothing and gear but they also target outdoor enthusiasts. * Founded in 1966 in San Francisco, California. * They are a well established outdoor apparel and equipment brand. * They are known for their high-quality products designed for outdoor conditions. * They are committed to sustainability, by using eco-friendly materials. * They sponsor numerous outdoor expeditions and athletes. | * TruNorth could collaborate in sponsorship deals for outdoor events or activities that are supported by The North Face to gain exposure to outdoor enthusiasts interested in safety and preparedness. * The North Face has a very similar target market to TruNorth, but our current product offerings as well as future product and service offerings are significantly different. |

## Industry Trends

According to Steroplast Healthcare, many first-aid kits pose a risk to the environment due to the single-use nature and plastic packaging of many of its products. This shows that the current industry does not have a more sustainable alternative to the standard first-aid kit. Based on a survey of more than 3,000 participants spanning over eight countries, the Boston Consulting Group states that in the wake of the pandemic, 70% of individuals are more aware now than before COVID-19 of the negative effects human activity has on the climate. The same survey also found that people want to see more aggressive action, with 87% of respondents stating more companies should work to increase the extent they integrate environmental concerns into their products, services, and operations. (Kachaner, N., Nielsen, J., Portafaix, A., & Rodzko, F. 2023) These beliefs were much more prominent in younger individuals who have an overall stronger commitment towards sustainability. This trend towards sustainability shows that there is an opportunity for growth in businesses that focus on environmentally friendly items and practices. This is supplemented by a survey from the World Economic Forum that states Gen Z rates the importance of sustainability higher than the brand name of a product. (World Economic Forum, 2022, March 18).

In another survey conducted by Morning Consult, 30% of Gen Z adults take at least 1-2 trips per year with 52% of Gen Z adults taking more than 3+ trips. The survey also shows that 58% of Gen Z prefer to explore nature while travelling. With the increased trend of Gen Z adults taking trips and their preference towards nature, there is a likelihood for growth within the outdoor survival industry. (Pitrelli, M. 2023, April 17) More trips mean an increased likelihood of purchases made to supplement their needs such as outdoor survival gear leading to increased business opportunities and industry growth, particularly in sustainability. Due to the growing concern for the environment and the growing trend of outdoor vacations, the outdoor survival industry can be expected to grow significantly within the next five years. A growing industry leads to technological innovation, allowing sustainable goods and practices to become more accessible. (*Outdoor Industry Association*, 2023, October 3)

## Target Audience

1. **Wilderness Hikers**

* Hikers are a diverse group with an *insatiable curiosity*, *finding solace* in the untamed wilderness. They seek a *mental escape* from modern life's pace, *drawn to the rugged terrain* and nature's symphony. This connection allows them to breathe in the pure, untamed essence of the earth. (Parks Canada Agency, Government of Canada, 2023, February 22)
* Hiking Gear And Equipment Market Size And Forecast. Hiking Gear And Equipment Market size was valued at USD 4.79 Billion in 2022 and is projected to reach USD 8.69 Billion by 2030, growing at a CAGR of 7.7% from 2023 to 2030. ( Verified Market Research, 2023, January 20)

1. **Mountain Cyclists**

* Mountain biking is a fun *outlet for exercise*, *adventure* and *time in nature*. Pedalling a bike off-pavement takes you away from traffic and lets you *explore the outdoors* on dirt roads, *scenic* trails or other *rugged* terrain. Routes can vary from smooth, mellow trails in the woods to *high-adrenaline* challenges on technical singletrack to sandy and scenic desert routes. (REI, 2023)
* 27.0% of mountain bike guides are women and 73.0% of mountain bike guides are men.
* According to Regional Research Reports, the Global bicycle safety gear market size will grow from a million USD in 2022 to USD multi- million in 2033, at a CAGR of 8.4% during the forecast period of 2023-2033. (Vyas. A, n.d.)

1. **Adventure Motorcyclists**

* The *adventuring* gene is inherent in every motorcyclist. *Getting out on the open road* or *exploring the wilderness* is what drives us to *push the limits* of our minds, bodies, and our bikes. Dual sport and adventure motorcycles are the style that can conquer both the asphalt and the dirt, making it the motorcycle for the true *adventurer*.
* The global adventure motorcycle market is expected to grow at a CAGR of 8.7% during the period 2024-2032. (Expert Market Research, n.d)

## Analysis of our Competitors

| **Competitor** | **Market Area(s)** | **Strengths** | **Weaknesses** |
| --- | --- | --- | --- |
| Canadian Safety Supplies | -General first aid and safety products  -Targets the average citizen  -Targets corporations and businesses | -Well established company  -Over 15 years experience in manufacturing distribution  -Large distribution network  -Lower prices | -Limited public view (lack of public advertising)  -Limited catering to Specific situations  -Basic/Under prepared kits |
| My Medic | -Outdoor safety and first aid supplies  -Targets outdoor adventurers  -Targets cyclists | -Work with ambassadors to support and advertise their products  -Large community presence  -Provides training courses around potential situations | -Not many wholesale options  -Bulky and awkward packs for longer trips  -Very expensive kits and supplies |
| The North Face | -Mostly clothing and sports gear  -Targets outdoor sports and activities  - Targets higher levels and professionals | -Sponsors athletes to represent the brand  -Support for differing communities  -Products in many locations | -Expensive products  -Counterfeit North Face products  -Not very open to beginners |

## Our Competitive Advantage

TruNorth Survival Solutions stands out in the wilderness safety industry due to our understanding of the challenging and unpredictable Canadian Northwest, offering tailored solutions that cater to our region's demands. This localised expertise, commitment to sustainability, diverse team proficiency, and a focus on wilderness first aid, gives TruNorth a competitive edge over our broader-focused competitors. Our in-depth knowledge of the Canadian Northwest deems us as the go-to experts for safety and preparedness products and services for anyone planning to go bushwhacking in this region.

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