



Market Entry Analysis

Metasense UV Detection Product

Project Background

Overview

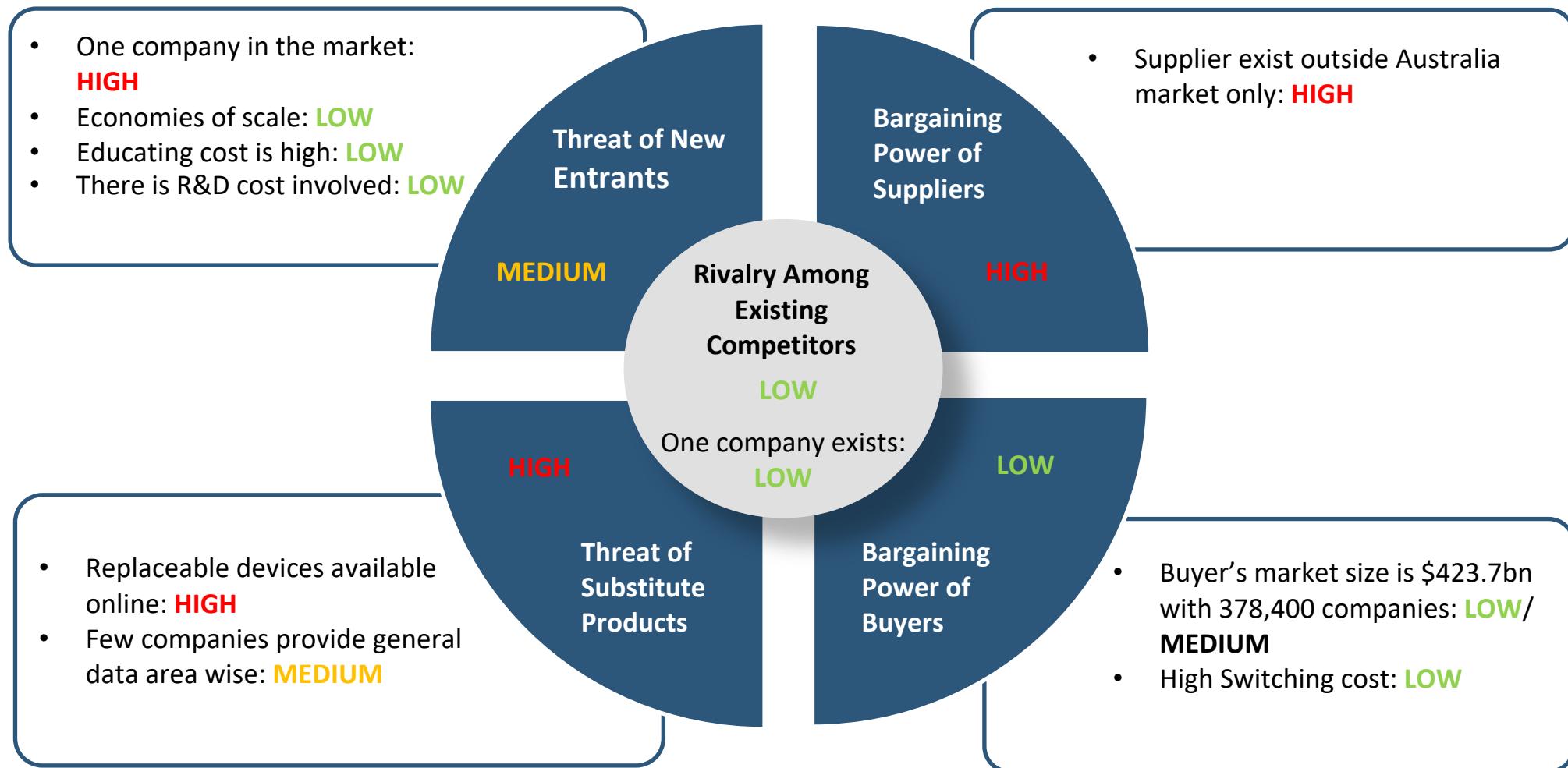
- Project Background
- Market Analysis
 - Porter's 5 forces
 - PESTEL Analysis
 - Feature of Market
- Cost Estimation
- Customer Analysis
 - Persona
 - Value Canvas
- Recommendation

The project focuses on how Metasense can target the construction industry to market their product which measures the UV radiation.

This project includes the **Market Analysis** of the construction industry that furthermore suggests on which sub-industry to target where major revenue can be generated from the sales of the devices.

This project also includes the basic understanding of the **Costs Analysis** involved in the entry in the construction industry. Furthermore, we will conduct a **Customer Analysis** which contains persona and Value Canvas.

Market Analysis - Porter's 5 forces- UV Index Personalised Device Calculator

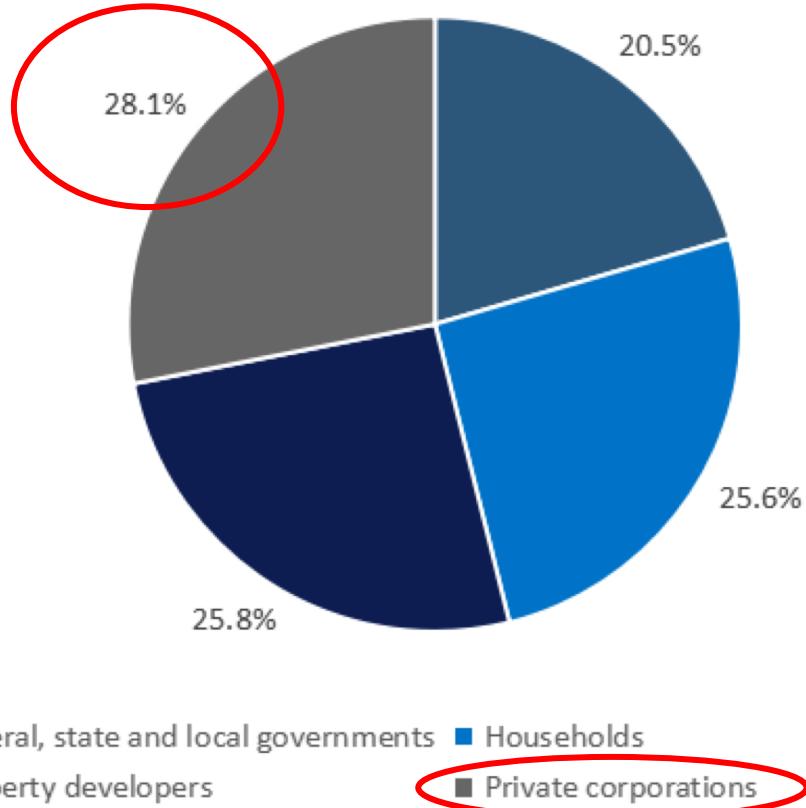


Market Analysis - PESTEL

Political / Legal	Economic	Social	Technological	Environmental
Advantage <ul style="list-style-type: none">Probability to lobby the governmentActions related to sun protection (Cancer Australia and Cancer Institute NSW) Disadvantage <ul style="list-style-type: none">Limited government policy	Advantage <ul style="list-style-type: none">Improved profit margins Disadvantage <ul style="list-style-type: none">Unwilling to invest money	Advantage <ul style="list-style-type: none">Most adults in NSW pay attention to sun protection (88% at least one sun protection behavior) Disadvantage <ul style="list-style-type: none">Adults in NSW do not pay too much attention to sun protection (38% at least three sun protection behaviors)Lack of knowledge of UV riskTan culture	Advantage <ul style="list-style-type: none">Successful innovation and manufacturing of the device Disadvantage <ul style="list-style-type: none">Similar devices (SunSmart, SunSprite and Apple Accessories, etc)	Advantage <ul style="list-style-type: none">High UV radiation across AustraliaHigh UV risk for Australian workers (Over 1.2 million 5-10 times more than indoor workers) Disadvantage <ul style="list-style-type: none">Depends on whether the company has a response strategy for device recycling and disposal

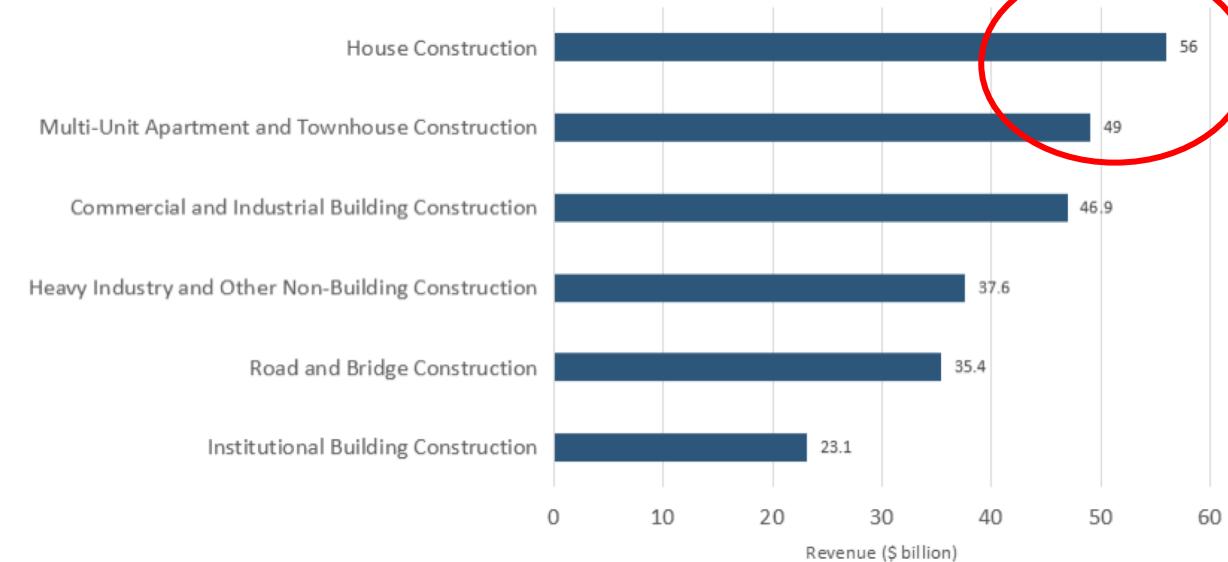
Market Analysis - Segmentation

Market Segmentation in Revenue

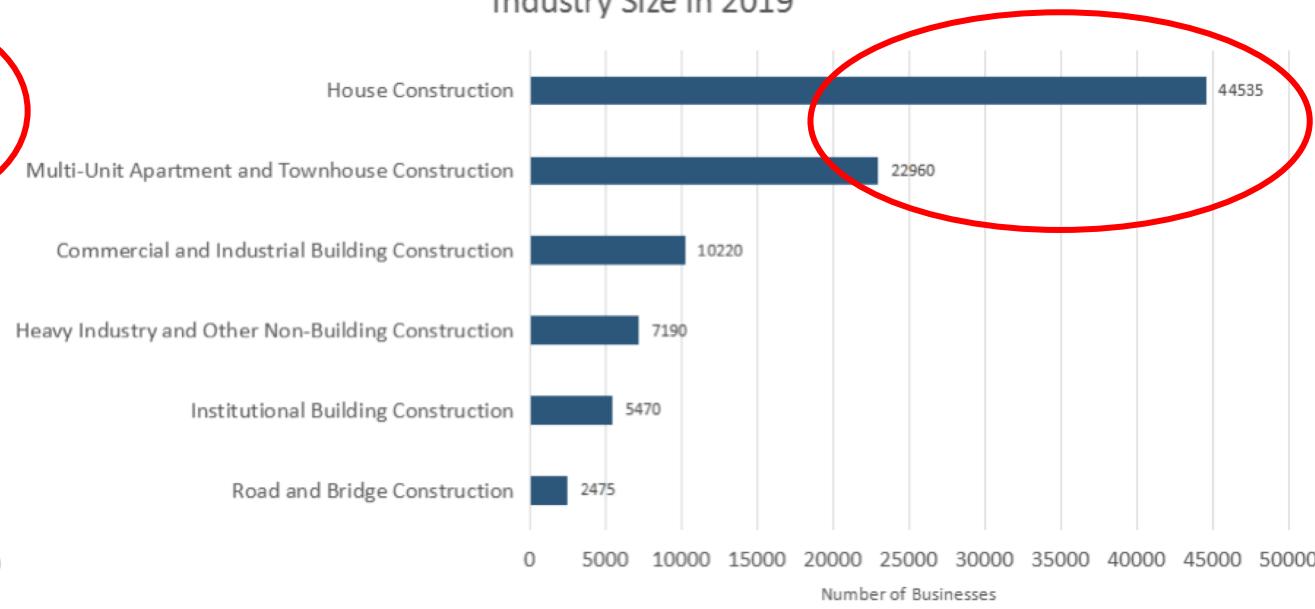


Market Analysis - Revenue and Size

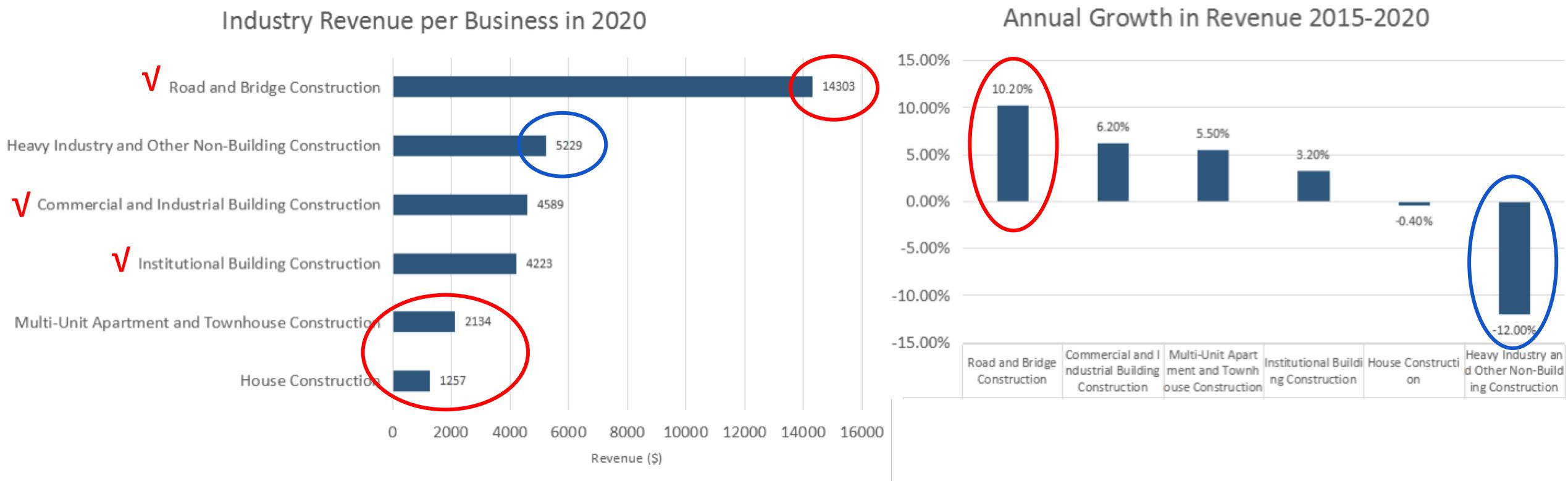
Industry Revenue in 2020



Industry Size in 2019



Market Analysis - Revenue per Business and Growth



Cost Estimation

Before Proceeding

Devices available in market with a starting price of \$169

Initial investment required to analyse the selling cost for the device and its needs according to the type of the target businesses

Cost Involved

1. **Marketing**
 - a. Education Cost
 - b. Event Organising Cost
 - c. Social Media and Print Media
 - d. Networking
 - e. Data Access
2. **Selling-** Installing, Investigation
3. Hidden- Travel, Maintenance, etc.
4. Employment
5. Transportation & Overheads
6. Taxes & Legal (Government)

Target Market- in Constructions

- Commercial & Industrial Building
- Road & Bridge
- Institutional Building

Industry Size- 18,165
Industry Revenue- \$105.4billion

Project's Target

Reach the target of 2000 users to be a Million Dollar Company (in Revenue)

$$\{(\$199 \text{ of device} + \$365 \text{ days}) * 2000 \text{ users} = \$1,128,000\}$$

1. Research & Development before investment (sunk cost)
2. Getting a team ready for the plan execution especially to concentrate on the Marketing and Sales and creating the awareness over the year
3. To reach and cross the Break-Even Point

**This section overlooks the details of the costs involved, and concentrated on the types of costs that the company might face.*

Persona - Risk Manager

Alex Lane



"I want to purchase a device that can measure UV risk for my workers."

Age: 45 years

Status: Married

Education: Bachelor. Graduated from The university of Sydney

Industry: Construction Industry

Occupation: Risk Manager

Decision Maker?: Yes

Salary: A\$100,000/Year

How can Metasense help Alex:

- Help to reduce the risk of paying compensation/insurance for workers getting skin cancer
- Help to improve the welfare of workers

Goal:

- Reduce staff mobility
- Minimise compensation/insurance paid
- Increase company reputation
- Improve welfare of workers

Challenges:

- Many workers are exposed to UV ray
- Risk of skin cancer (Melanoma)
- Insurance cost paid to workers who suffer from skin cancer.

Persona - Construction Worker

Bob Jackson



"I want to use a device to measure UV risk accurately so that I can protect my skin in advance."

Age: 30 years

Status: Married

Eduacation: Sydney Boys High School

Industry: Construction Industry

Occupation: Consyrtuction Worker

Decision Maker?: No

Salary: A\$80,000/Year

How can Metasense help Bob:

- Help to reduce the risk of getting skin cancer
- Help to improve the welfare of Bob

Goal:

- Reduce risk of getting injured
- Reduce exposure to sun(UV ray)
- Improve work performance
- Get job promotion/Earn higher salary

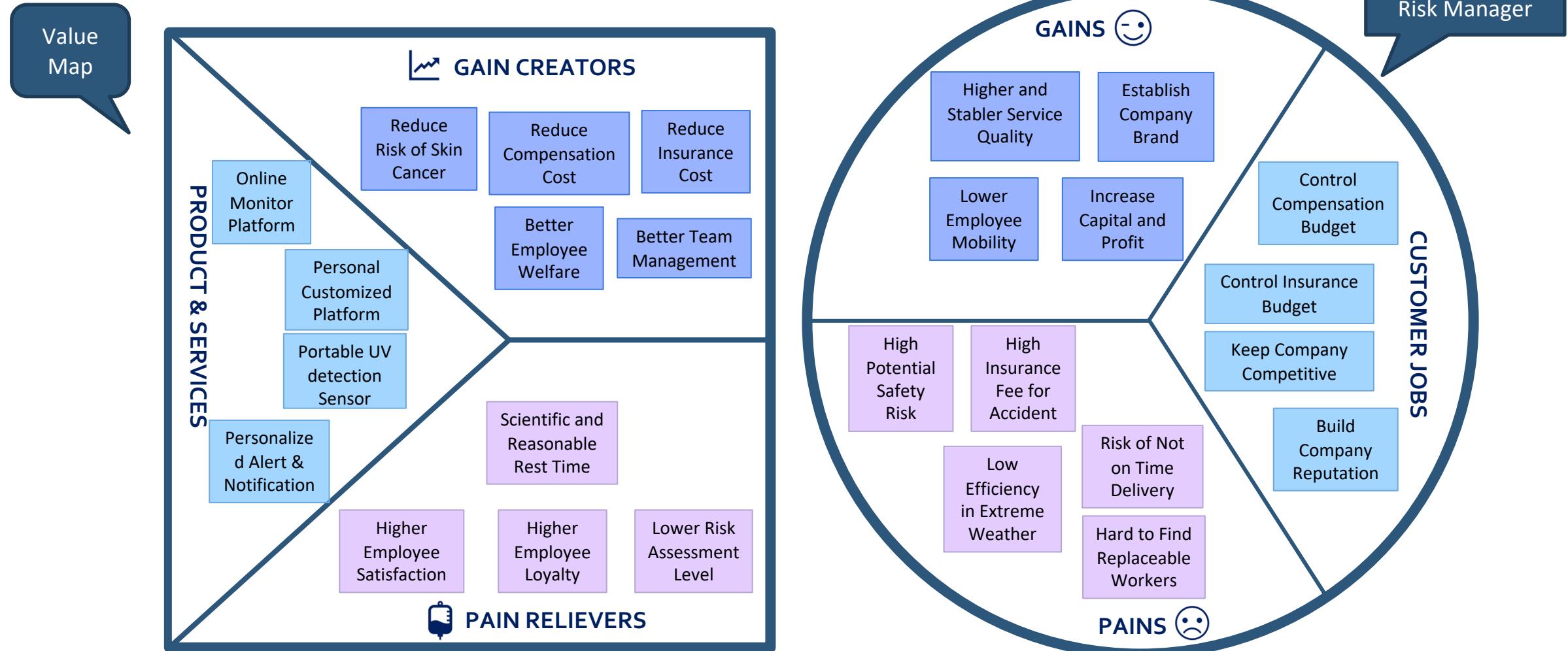
Challenges:

- Inevitable exposure to Ultraviolet (UV) ray
- Risk of skin cancer (Melanoma)
- Other safety risk (e.g. injured)

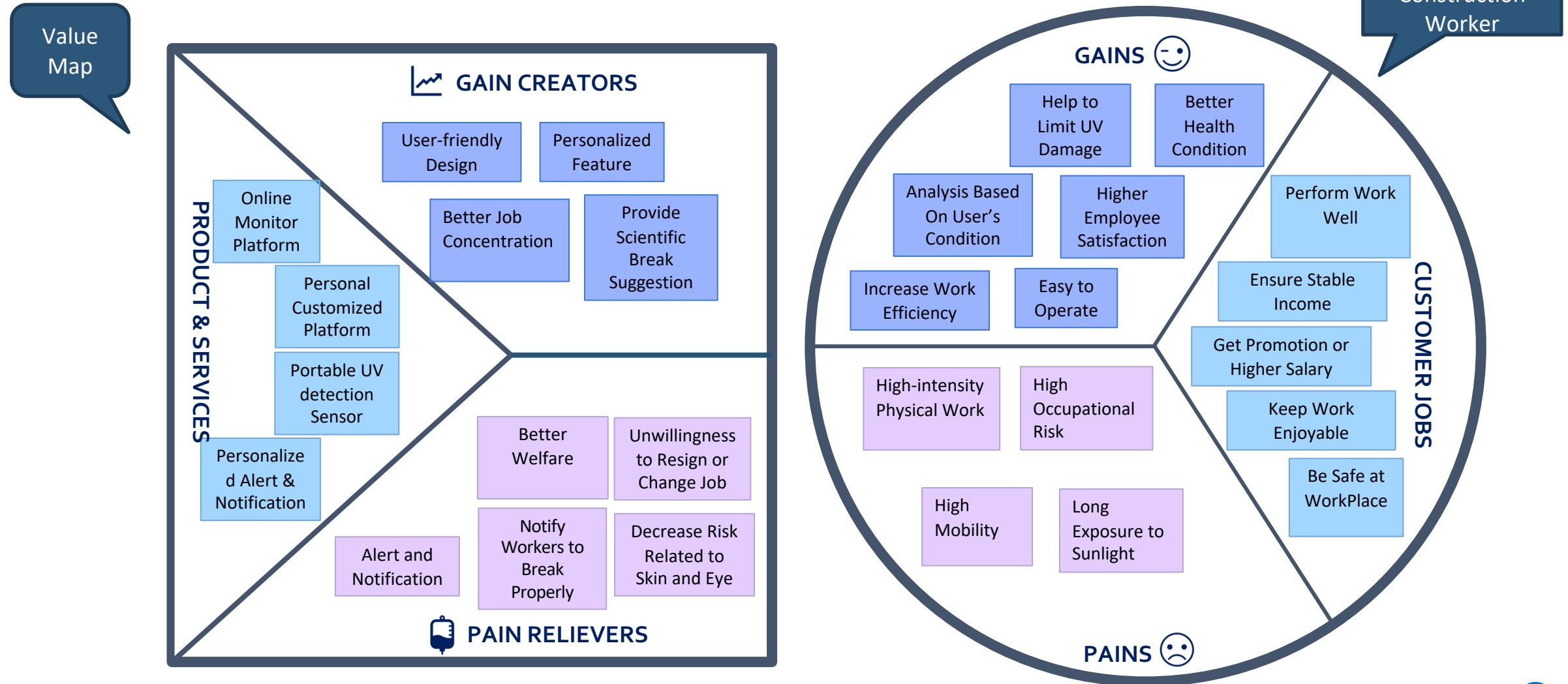
Marketing Strategy: 30-day free trial plan

- Discuss a 30-day free trial plan with risk managers
- Give some workers the Free Trial with real-time UV index detection and reliable and accurate feedback about their skin condition
- Get feedback from those users
- Approach Manager for the purchase decision

Customer Analysis - Buyer Value Canvas



Customer Analysis - User Value Canvas



Recommendation

Target Market

- First Tier - Commercial and Industrial Building Construction
- Second Tier - Road and Bridge Construction
- Third Tier - Institutional Building Construction
- Property Developer and Private Corporation

Targeting at:

- ★ Risk and Insurance Manager
- ★ Work Health Safety Manager
- ★ Strategy and Investment Manager



- Networking in the Industry
 - Business Association Event
- Email the Associates (refer to excel)
- Visit Premises
- Possible 30-Day free trial
- Social Media (topic related to UV damage)
- Website advertisement
- Online Lectures



Marketing Strategy



THANK YOU
