

Market Segment Scenario Information

MikesBikes-Advanced - Single-Player - Period 2016

Segment Size and Price Range

The table below outlines the estimated market size (total retail sales value) of the various market segments.

Segment	Actual Demand (2016)	Forecast Demand (2017)*	Minimum Retail Price	Maximum Retail Price	Recommended
Adventurers	32,443 units	36,000 units	\$1,000	\$3,000	\$1,700
Leisure	-	26,000 units	\$100	\$700	\$425

Notes:

- The Forecast Demand is an ESTIMATE of the likely size of each market segment for next year.
- The Retail Price Range indicates the EXTREMES. You are advised to stay near the middle of the range.

Product Dimension Sensitivities

What is the sensitivity of the segments to the various product dimensions?

Segment	Price	Advertising	PR	Quality	Distribution	Delivery Time	Product Specs
Adventurers	Med	Med	Med	High	Med	Low	Med
Leisure	Med	High	Low	Low	Med	High	Low

Product Dimension Preferences

The estimated preferences for product dimensions in each segment is given below. Attaining index values close to or exceeding these targets is important to maximize sales in these segments. This table represents a reference point against which to measure how successfully positioned your product is in each segment. Refer to the 'All Product Details Report' to observe your current product performance under all these dimensions. Check competing products also.

Segment	Retail Price	Awareness	PR	Quality	Distribution	Delivery	Product Specs
Adventurers	\$1,700	0.40	0.35	0.85	0.55	0.70	0.90
Leisure	\$425	0.50	0.15	0.50	0.50	0.90	0.75

Branding

Corporate Branding programs are important in generating the demand for most products. In general, branding serves to boost the effectiveness of direct product marketing. This occurs because advertising, public relations and branding work together to raise the awareness of an individual product.

Branding Max \$3,000,000

Media Channels

Media Viewing Habits

The proportion of each segment that can be reached by different media channels is shown below.

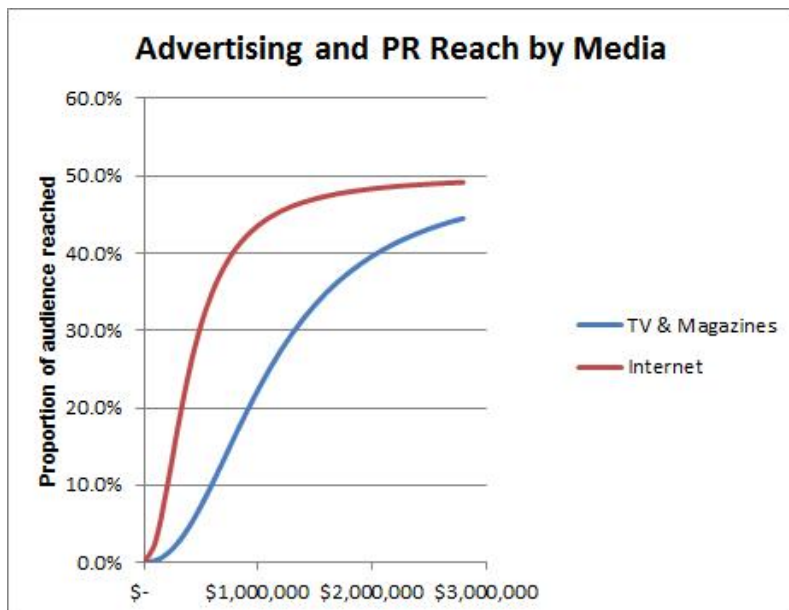
Segment	TV	Internet	Magazines
Adventurers	40%	30%	50%
Leisure	60%	30%	20%
Max Advertising	\$5,000,000	\$5,000,000	\$5,000,000
Max PR	\$5,000,000	\$5,000,000	\$5,000,000

Notes:

- Because people watch/read more than one media channel, the rows can add to more than 100%.
- Combine Viewing Habits with the Media Reach information below to decide on an optimal Advertising / PR Mix.

Advertising and Public Relations (PR) Media Reach

The proportion of media channel audience that can be reached for a given Advertising or PR spend.



Notes:

- Combine Media Reach with the Viewing Habits information above to decide on an optimal Advertising / PR Mix.

Chart Data Table for Advertising and Public Relations (PR) Media Reach Chart

The following table shows the data points used to draw the above chart.

Advertising Expenditure	TV and Magazines	Internet
\$0	0.0%	0.0%
\$200,000	1.1%	9.5%
\$400,000	4.7%	24.9%
\$600,000	10.2%	35.0%
\$800,000	16.4%	40.5%
\$1,000,000	22.3%	43.6%
\$1,200,000	27.4%	45.4%
\$1,400,000	31.6%	46.6%
\$1,600,000	34.9%	47.4%
\$1,800,000	37.5%	47.9%
\$2,000,000	39.6%	48.3%
\$2,200,000	41.2%	48.6%
\$2,400,000	42.6%	48.8%
\$2,600,000	43.6%	49.0%
\$2,800,000	44.5%	49.2%

Shopping Habits

The proportion of each segment that shops at the various distribution channels is shown below.

	Bike Shops	Department Stores
Adventurers	70%	30%
Leisure	25%	75%