

Datasheet

Market Overview & Missed Opportunity Analysis

The Purpose – Business Growth

This report shows share and share trend for your brand overall and by size class in the US market. It identifies underserved geographic markets and sizes the missed opportunities for your brand in terms of the number of incremental boat sales per year available to you in each market. Missed opportunity analysis is done at state and county levels so you can zoom in to identify areas needing increased dealer coverage or marketing.

Stack rank your market development targets and *focus you efforts on the targets that will grow your business the most*. Monitor the effectiveness of market development projects by using updated reports to track share increases in targeted geographies. This report takes the guesswork out of managing your sales and marketing. It shows where your competitors are gaining sales that you should be winning. *It's a roadmap to revenue growth.*

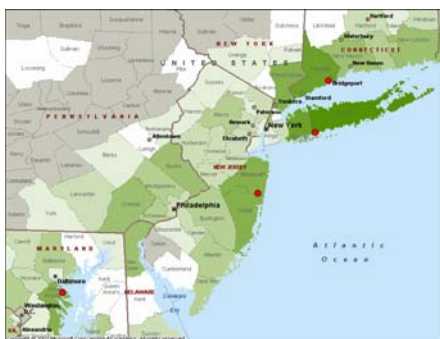
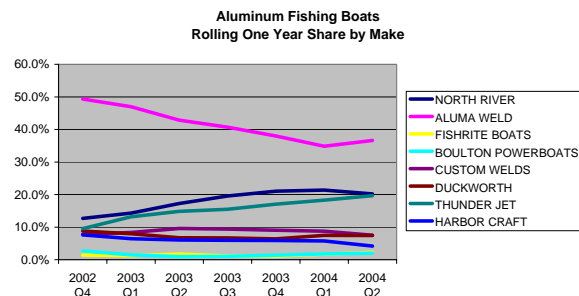
Data Source

Data for the report is provided by Info-Link, a trusted source of boat registration data for the entire US market. Your market is defined by new registrations of your boats as well as boats from all your major competitors. Each report is based on at least 2 ½ years of new registration history allowing you to see trends long before your dealers will notice them in the market.

Report Topics

National Market Share

This part of the report is a national overview showing the size of the market in numbers of new registrations for your brand and for all of your competitors. Share and share trend by make are shown over 2 ½ years or more. Market share is further segmented into size classes corresponding to the lengths of boats in your line



Geographic Market Distribution

This part of the report shows market density by state and county. Data is presented in both table and map form. Tabular data shows growth trends in each geographic market. Color coded maps make it possible to see where the market is.

Maps are also provided as MapPoint files. When viewed using MapPoint, market data (like the number of new boats registered annually in a county) is displayed in a dialog box simply by hovering the mouse cursor over an area of interest. The darker the green on the map ... the more boats sold into the market.

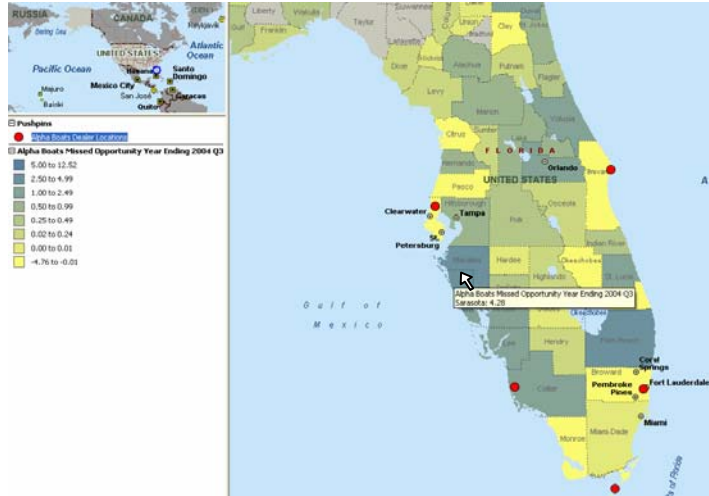
Missed Opportunity Analysis

To grow your business you need to know *where* the opportunities are and *how big* they are. That's exactly what a MarineMetrix Missed Opportunity Analysis does.

The process starts by establishing a reasonable share target. To do that your current dealer territories are analyzed determining each dealer's share of their assigned geographic market. Your target share of market is generally set slightly above the median share for your established dealers (somewhere in the third quartile).

The Missed Opportunity Analysis calculates how many boat sales you would have had in each state and county market had target market share been realized. Subtracting new registrations of your boats for each geographic market yields *Missed Opportunity* measured in number of boats per year.

Missed Opportunity is provided in tabular and map form. As you would expect, in some geographies your dealers have realized more than your target share resulting in a negative missed opportunity. On the map to the right, those above target share geographies are colored yellow. Geographies that have missed opportunity are color coded blue ... the darker the blue, the larger the missed opportunity. Using MapPoint to look at the data, you can get details by hovering your mouse cursor over an area of interest (see above).



The Missed Opportunity Map shows both where your opportunities are and the available annual volume

Show your dealers where they can get more business – and how much. Identify areas where you need another dealer. Update the Missed Opportunity Analysis in a few months to monitor progress toward achieving your share target in areas that you are developing.

Market Overview & Missed Opportunity Report Contents

US Market Overview

Share by Competitor (table and graph)

Share by Size Class & Competitor (tables and graphs)

State Distribution of Market (table and map)

County Distribution of Market (table and map)

State Missed Opportunity Analysis (table and map)

County Missed Opportunity Analysis (table and maps)

ZIP code Market/Missed Opportunity (maps of top geographies)

Share by Dealer Territory (table)

Report provided in PDF and hard copy.

Maps also provided as MapPoint files.

Call MarineMetrix today to order your report. Chart a course for your business with clear knowledge of your market and the opportunities available for growth. Stop guessing and start growing.

MarineMetrix ... market radar for your business.

MarineMetrix

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