

Market Challenge Analysis

Riska Septifani, STP, MP

IDE DAN PELUANG

Opportunity

Areas of need with **buyer interest and demand**, where the company has a high probability of satisfying those needs.

An area the **buyer needs** to be served by the company because it can **generate profits** for the company.

Idea

The idea sometimes **does not meet the standards** into an opportunity. Businesses can fail when launched **only based on ideas** without any opportunity to support



Opportunity sources

- Supply something that is still available in small quantities
- Supply products or services that exist in a new way



Method reveals the possibility of improving the products and services

LOGO

- **detection of problems** (ask for advice to consumers)
- **ideal method** (making consumers imagine the ideal version of the product or service)
- **method of consumption** (asking consumers to make a diagram of their steps in obtaining, using, and get rid of the product)

FACTORS TO DETERMINE THE OPPORTUNITY

Internal Factors Organization

Company Goals

Financial resources

Managerial capabilities

Internal strengths and weaknesses (SWOT)

Organizations External Factors

political strength

economic power

social forces

Legal force

the power of technology

the strength of competition



END USER ANALYSIS

Coverage

Identification and description of the buyer
How the buyer makes his choice
Environmental influences
Development of consumer profile

Factors

Cultural factors: nationality, religion, racial groups and geographic areas.

Social factors: the reference group, family, social roles and status.

Personal factors: age, stage in the life cycle of the buyer, jobs and the economy, personality, and lifestyle



Buyer Decision Making Process Against New Products

LOGO

- A new product is the goods, service or idea that's **new to potential buyers**.
- **Adoption**: mental process of a person, starting from the first introduction until reception.

Stages of Adoption Process

LOGO

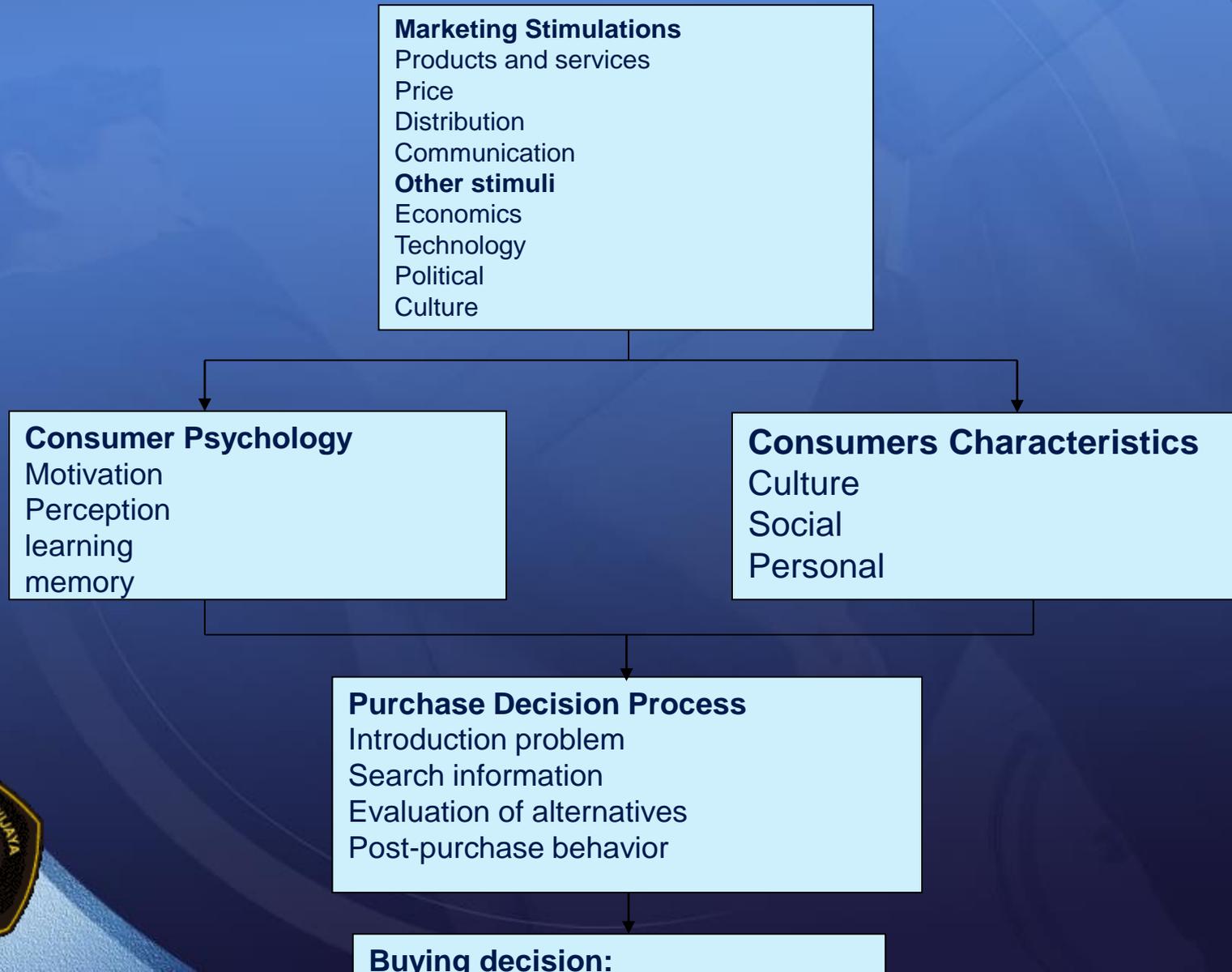
- **Conscious**: aware of new products, lack of information.
- **Interested**: are interested in finding information about new products.
- **Evaluation**: consider whether the new product makes sense or not for consumption.
- **Try**: try new products
- **Adoption**: decided to use a new product

Types of Purchasing Behavior

LOGO

- Complex purchasing behavior
- Purchasing behavior that reduce inefficiencies
- Purchasing behavior of habit
- Purchasing behavior that seek diversity

CONSUMER BEHAVIOR MODEL



ANALYSIS OF GROWTH OPPORTUNITIES

- Intensive opportunities
- Integrative opportunities
- Diversification opportunities



Intensive Opportunities

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- Focusing on the development of market share
- Strategies used:
 - Market penetration strategy (market penetration)
 - Market development (market development)

Integrative opportunity

LOGO

- Forward Integration strategy >> control of distributors, agents and retailers
- Backward integration strategy >> supervision of raw materials, suppliers
- Horizontal integration strategy >> oversees competitor

diversification opportunities

LOGO

- To add a business that is not related to old business
- Adding new products and services but still have a technology or marketing synergies with existing product lines

SALES PROJECTION

- Production capacity
An ability to meet consumer demand.
- Competitor
- Our marketing program
- The strength of our sales force
- The ability of consumers



LOGO

Thank You!

