Project Component #1: Determining the Product-Market Hierarchy

This component is concerned with evaluating the type and extent of competition with your selected consumer product at various levels in the marketplace. Your team should prepare a short report (2-4 pages) summarizing your consumer product, illustrating - by diagram - the hierarchy thought to be appropriate, and discussing the nature of competition at each level in your hierarchy.

Before selecting a product, please look at all four Project Components to understand what analysis is required and what data may or may not be available.

I. Description of Consumer Product

A. Description of product from company’s perspective
   1. Technical specifications

B. Description of product benefits from the customer's viewpoint

II. Description of Market Hierarchy

A. Discussion of generic class level
   1. Characteristics and benefits
   2. Competition with other generic classes

B. Discussion of product-type level
   1. Characteristics and benefits
   2. Competitive/complementary relationships in existence for the product-type level

C. Discussion of brand level
   1. Characteristics and benefits
   2. Competition among brands
      a. Top firms’ market shares, etc.

D. Hierarchical diagram
Project Component 2: Market Overview

This component will describe likely target market options and corresponding attributes of customers in markets. Applying an approach presented in class, the report will describe the area and population, examine characteristics of the specific product class market, identify which market groups are best prospects for your product type and explain why, and suggest what factors influence their demand. The report should use the following outline:

I. Introduction
   A. Name of company and product for which MOA is being conducted.
   B. Geographic area and time restrictions for validity of the MOA.
   C. Rationale for restrictions cited in I. B.

II. Oregon or Oregon MSA\(^1\) Population Profile
   A. Size and growth.
   B. Demographic composition and changes.
      1. A minimum of five variables that relate to the segments proposed in section IV
   C. Population dispersion and changes.
   D. Other relevant characteristics of population and/or area.

III. Market Profile
   A. Demographic/socioeconomic characteristics of customers at the Specific Product/Service level.
   B. Behavioral/Psychological characteristics of customers at the Specific Product/Service level.
      1. Consumer decision process for the typical consumer.
   C. Uncontrollable demand factors
      1. Identification
      2. Discussion
      3. Projections into the future

IV. Market Decision Recommendations Supported by the Profiles
   A. Details of at least two potential market segments
      1. Definition based on demographic variables
         a. Estimate of the size (population) of the segment
      2. Definition based on consumer behavior
   B. Target market recommendation

\(^1\) - MSA selection is limited to Salem, Corvallis or Eugene-Springfield