

I'm Not Cheap, Just Cost-Conscious: Market Research to Fit Your Budget



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Handouts and links at
PhelpsResearch.com/sla2009

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Market research

Finding, analyzing, and using the information you need to move your products and services to your buyers

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Market research 3Cs

- Category (industry)
- Competition
- Consumers

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What's the problem?

- Lower budgets
- Fewer sources
- High price \neq Answers

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Low-cost market research What's different?

- Takes more time
- Low-cost \neq free
- Highly customized \longrightarrow Value-add

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Strategy

- Manage expectations
- Use a variety of sources
- Use advanced/value-add features to get the most out of sources
- Be creative—what else will work?

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Strategy

- Ask “Who cares?”—follow the trail
 - Companies
 - Experts
 - Investors
 - Government

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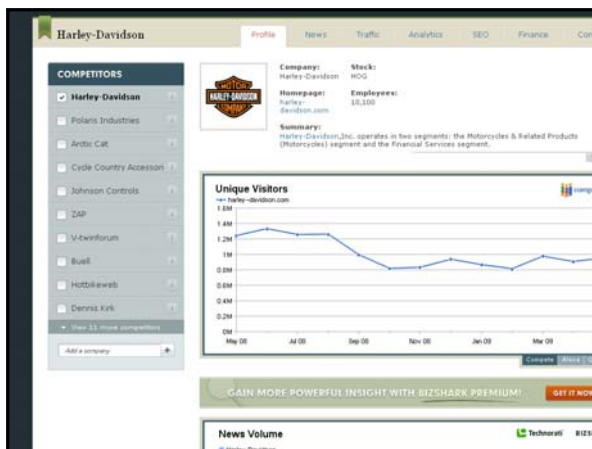
WRITERS & PUBLISHERS CARE

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Aggregators

- Free-Research.com
- Bizshark.com
- Zapdata.com
- MarketingCharts.com

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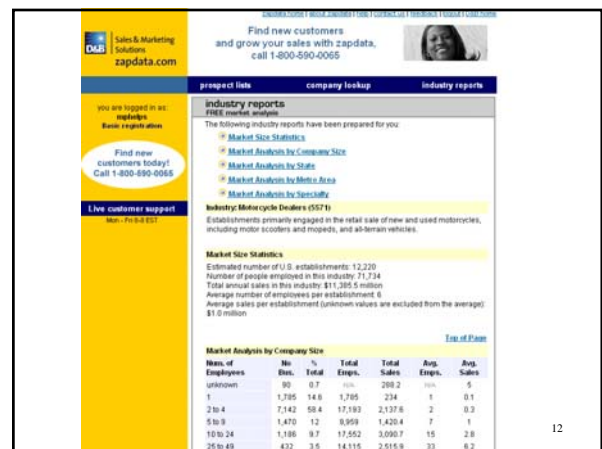
COMPETITORS

- Harley-Davidson
- Polaris Industries
- Arctic Cat
- Cycle Country Accession
- Johnson Controls
- ZAP
- V-bikeforum
- Buell
- HotBikeWeb
- Dennis Kirk

Company: Harley-Davidson
Stocks: HOG
Homepages: harley-davidson.com
Employees: 15,100
Summary: Harley-Davidson, Inc. operates in two segments: the Motorcycles & Related Products (Motorcycles) segment and the Financial Services segment.

Unique Visitors
 harley-davidson.com

News Volume



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industry reports
FINR market analysis
 The following industry reports have been prepared for you:

- Market Size Statistics
- Market Analysis by Company Size
- Market Analysis by State
- Market Analysis by Metro Area
- Market Analysis by Specialty

Industry: Motorcycle Dealers (5574)
 Establishments primarily engaged in the retail sale of new and used motorcycles, including motor scooters and mopeds, and all-terrain vehicles.

Market Size Statistics
 Estimated number of U.S. establishments: 12,220
 Number of people employed in this industry: 71,734
 Total annual sales in this industry: \$11,385.5 million
 Average number of employees per establishment: 6
 Average sales per establishment (unknown values are excluded from the average): \$1.0 million.

Market Analysis by Company Size						
Range of Employees	No. of Ests.	% Total Ests.	Total Employees	Total Sales	Avg. Employees	Avg. Sales
unknown	90	0.7	308	208.2	3.4	5
1	1,295	10.6	1,295	234	1	0.1
2 to 4	7,142	58.4	17,183	2,137.6	2	0.3
5 to 9	1,470	12	9,959	1,420.4	7	1
10 to 24	1,186	9.7	17,552	3,090.7	15	2.8
25 to 49	473	3.8	14,516	3,616.9	31	6.2

Press releases/articles

- Market research reports
- Studies/surveys
- New products
- Competitors/top companies

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Article sources

- MarketResearchWorld.net
- ResearchRecap.com
- Metrics2.com

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Search engines

- Biznar.com
- Carrot 2
- ~~snipurl.com/arely~~
- ~~VerticalSearch.com (B2B)~~

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More Female Riders
 Another market trend, according to Buche, is the increasing female ridership. "Women riders are increasing because they don't want to be passengers or controlled again. In 1998, the ratio of women riders in the U.S. was only 2.2% but the ratio has risen to 8.6% in 2003 and to 12.3% in 2006. Even more significant, of about 2.5 million people who rode motorcycles in the U.S. in 2006, 23% or 575 million were women."

Breaking down the motorbike categories, Buche says, MC's surveys show that most women riders prefer cruisers at 36%, while scooters are a very close No. 2 at 34%, sportbikes follow at 16% compared to others all below 10%, including touring, traditional, dual and off-highway models.

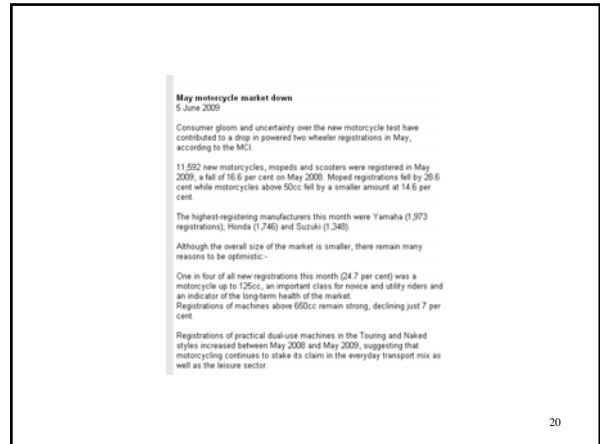
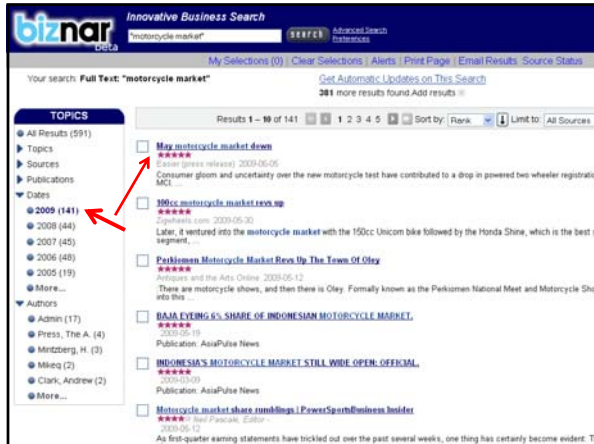
Female riders are very influential, Buche says, because most will bring other women riders along. In addition, most married women have the right to decide for their children purchase priorities.

In the U.S., Buche continues, the motorcycle mature is changing too. Among riders who purchased recent models, the percentage of scooters has skyrocketed from 5% in 2002 to 20% in 2006. However, off-highway bikes dropped from 19% to 9%. Other bike models have remained relatively stable, with cruisers still being the most popular at 41%.

Generation-Y Influence
 More Generation Y people are becoming motorcycle owners, according to Buche. In 2003, Baby Boomer (born 1946-1964) motorcycle owners outnumbered Generation Y at a ratio of 5-to-1. In the U.S., with such ratio changing to 2-to-1 by 2008 as the Generation Y (born after 1970) motorcycle owners grew by 135%.

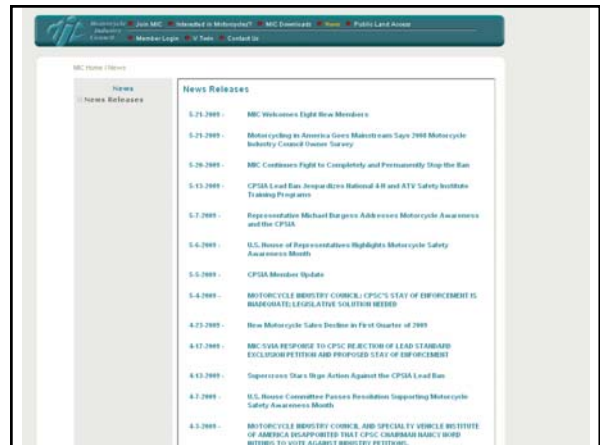
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Associations

- Industry/market reports, publications, experts
- ASAE Gateway to Associations
<http://tinyurl.com/2d4v5t>



Investment community

- Barrington Investment Bankers
snipurl.com/jmotv
- PWC MoneyTree Report
snipurl.com/jmplp

Academics/other experts

- Globaledge.msu.edu
- Sources and Experts
snipurl.com/jmtve



GOVERNMENT CARES

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Government

- Business/trade stats
- Demographics
- Regulatory agencies

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Government

- USA.gov: Business Data & Stats
snipurl.com/jmqoe
- Business Dynamics Statistics
snipurl.com/jmr4g

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Government

- FRB: Beige Book
snipurl.com/jmr6v
- U.S. Commercial Service
Buyusainfo.net

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Government

- Mapstats
Fedstats.gov/qf
- SBDCNet: Demographics
snipurl.com/ard81

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How I Learned to Love SEC Filings

- 10Ks – all have same format
 - Market overview, including outlook, issues, concerns
 - Competitor information
 - Top companies
- Also look at 8-K, Registration & Proxy Statements

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