COAT CASE OVERVIEW

You've developed a space age fabric that heats through a small rechargeable battery unit. You plan to market a line of winter coats throughout the US.

COAT MARKETING STRATEGY

Marketing Strategy
- Features
- Benefits
- Marketing Mix

Features
- Heated
- Light Weight
- Not Bulky
- Inexpensive
- Water resistant

Benefits
- Keeps user warm
- Extends outdoor time
- Easy mobility
- Easy to wear
- Prevents frostbite

Marketing Strategy
- Differentiated
- Price: $200
- Place: Direct, Specialty
**COAT MARKETING STRATEGY**

### Identify Potential Customers
- **Buyers**
- **Users**

**Consumers**
- Winter recreational
- Outdoor non-rec
- Fashionistas

**Business**
- Construction
- Engineering
- Oil Rigging
- Geologic
- Lumber
- Security

**Government**
- Military
- Law Enforcement
- Postal Workers
- Emergency Personnel
- Forestry
- Engineering

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**COAT MARKETING STRATEGY**

### Segment the Market
- **Demographic**
- **Geographic**
- **Psychographic**

**Winter Recreational**
- Skiers
- Snow Mobilers
- Cross Country
- Hunters
- Hikers/Campers
- Climbers

**Skiers (Demographic)**
- High income
- Educated
- Professional urban
- Age 16+
- Male

**Skiers (Psychographic)**
- Fashion conscious
- Frequent skiers
- Early adopters
- Urban chic

**Skiers (Geographic)**
- Live in Cold States
- Travel to Cold States

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**COAT ASSUMPTIONS**

- What percent of consumers are skiers?
- In what states do they live?
- How often do they ski?
- Why do they ski?
- How fashion conscious are they?
- How much do they spend on ski gear?
- How much do they spend on ski clothing?
- How often do they buy new clothing?
- What are the average price points for ski coats?
- Are there design considerations for different markets?
COAT TARGET 1 SELECTION

- Men
- Ages 16 plus
- Income over $65,000 per year
- Live in or near cold states
- Ski regularly
- Fashion conscious
- Early adapters

Market Potential for heated coats in the U.S.:

Market Sales Potential = $7.88 Million

\[ U \times A \times M \times I \times C \times S \times F \times E \times Y \]
\[ = 280 \text{ Million} \times 0.75 \times 0.50 \times 0.50 \times 0.50 \times 0.10 \times 0.30 \times 0.10 \times 200 = $7.88 \text{ Million} \]
## Average No. Days with Temp Below 32 Deg.

<table>
<thead>
<tr>
<th>CITY</th>
<th>STATE</th>
<th>NO. DAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TULSA</td>
<td>OK</td>
<td>76</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>NY</td>
<td>78</td>
</tr>
<tr>
<td>WINSTON SALEM</td>
<td>NC</td>
<td>80</td>
</tr>
<tr>
<td>MEDFORD</td>
<td>OR</td>
<td>80</td>
</tr>
<tr>
<td>JACKSON</td>
<td>KY</td>
<td>81</td>
</tr>
<tr>
<td>NEWARK</td>
<td>NJ</td>
<td>83</td>
</tr>
<tr>
<td>RICHMOND</td>
<td>VA</td>
<td>83</td>
</tr>
<tr>
<td>PENDLETON</td>
<td>OR</td>
<td>84</td>
</tr>
<tr>
<td>OLYMPIA</td>
<td>WA</td>
<td>84</td>
</tr>
</tbody>
</table>

Source: National Oceanographic and Atmospheric Administration (www.noaa.gov)
<table>
<thead>
<tr>
<th>Region</th>
<th>States</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont</td>
</tr>
<tr>
<td>Mid-Atlantic</td>
<td>New Jersey, New York, Pennsylvania</td>
</tr>
</tbody>
</table>
NAVIGATING THE CENSUS WEBSITE

TARGET MARKET STATISTICS

<table>
<thead>
<tr>
<th>Demographic Data by Selected States (Men: Ages 16 plus by Earnings)</th>
<th>TOTAL</th>
<th>Alaska</th>
<th>Colorado</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Ages 16 Plus</td>
<td>105,589,867</td>
<td>360,767</td>
<td>2,550,063</td>
</tr>
<tr>
<td>Male</td>
<td>53,230,701</td>
<td>198,638</td>
<td>1,362,573</td>
</tr>
<tr>
<td>$1 to $2,499 or loss</td>
<td>2,945,458</td>
<td>11,948</td>
<td>69,364</td>
</tr>
<tr>
<td>$2,500 to $4,999</td>
<td>2,206,855</td>
<td>8,252</td>
<td>53,207</td>
</tr>
<tr>
<td>$5,000 to $7,499</td>
<td>--------</td>
<td>-----</td>
<td>--------</td>
</tr>
<tr>
<td>$7,500 to $9,999</td>
<td>2,618,930</td>
<td>11,529</td>
<td>73,577</td>
</tr>
<tr>
<td>$10,000 or more</td>
<td>3,015,524</td>
<td>9,550</td>
<td>84,792</td>
</tr>
<tr>
<td>Total $65,000 Plus</td>
<td>7,675,219</td>
<td>30,166</td>
<td>212,709</td>
</tr>
</tbody>
</table>