



V3 PARTNERS

MARKET GAP ANALYSIS

“WHERE THE BOSS SITS DOWN, THE EMPLOYEES PREPARE FOR SLEEP”
- GYÖRGY MOLDOVA



GROWTH CHARACTERISTICS OF MARKETS

TYPE OF MARKET	PRICE / PROFIT
DECLINING	2,5 - 5
STAGNANT	4 - 10
FADING GROWTH MARKET	7,5 - 25
STRONG GROWTH MARKET	25 - 75
GLAMOUR MARKET	50 - 1000



GLAMOUR

- Glamour - presence of known, famous people
- they talk about you in their world making you famous
- help you get into place where you otherwise could not get in



GROWTH MARKET

- venture capitalist present
- statistical reports are available
- banks noticed it
- are in investment companies' portfolio
- research reports are available
- investment funds noted and valued it
- investment advisor gurus recommend it

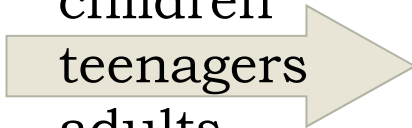


MARKET GAP ANALYSIS

1. Your goals and expectations

1. Growth market
2. 10:1 margin
3. 100,000 CPA P.A.
4. sell through students
5. contract manufacturing
6. easy to handle, light weight
7. etc...

2. segment the market

- babies
 - children
 - teenagers
 - adults
 - older people
 - kabala
- 
- bed
 - group
 - challenge
 - video
 - etc...



MARKET GAP ANALYSIS

3. segment major segments further

Teenager

- vanity
- superstition
- memory
- nervousness
- love
- affection
- entertainment
- etc...

4. segment further

Teenager vanity

- beauty
- wit
- sportiness
- force
- manhood
- femininity
- speed
- street wise
- etc...



MARKET GAP ANALYSIS

3. exclude those not consistent with goals

Teenager vanity

- street wise
- beauty
- manhood
- femininity



MARKET GAP ANALYSIS

6. list the known problems in selected segments
7. delete those inconsistent with goals
8. make the table, below



TEENAGER VANITY BEAUTY

GOALS →	GROWTH MARKET	10:1 MARGIN	SELL THRU STUDENTS	CONTRACT MANUFACTURING	LIGHT WEIGHT	SOLUTIONS
PIMPLES	X	X				WASH YOUR FACE WITH THIS
BLEMISHES		X				THIS POWDER WILL HIDE YOUR IMPERFECTIONS IN SECONDS
BAD BREATH				X		LISTERINE BUT WITH A TWIST OF LEMON
SMALL BREASTS		X		X		SHAPED BRAS
ROUGH SKIN						SCENTED COD FISH OIL
CHOPPY NAILS		X		X	X	ARTIFICIAL NAILS WITH FLAVORS
THIN BODY						THIN CLOTHES
THICK BODY				X		THIN CLOTHES WITH VERTICAL STRIPES
CURVED BACK						DANCING LESSONS



MARKET GAP ANALYSIS

9. list the solutions

10. pick the best and test it



ORAL HYGIENE

MARKET GAP ANALYSIS

GOALS	SOLUTIONS						
	LOW INVESTMENT	NO WEEKEND WORK	\$1 EA.	SELL 100K	TRAVEL	WHOLE SALE	
PROBLEMS IN SELECTED SEGMENTS							
CAVITY							
BAD BREATH							
DISCOLORING							
TOOTHJUNK							
UNEVEN TEETH							
GUM DISEASE							
SENSITIVITY							
FOGHIÁNY							
TOOTH ACHE							
DEPOSITS							
TOOTH DECAY							



PRACTICE

- do a market gap analysis on a chosen market (example: the tooth paste market.)
- resulting in a market gap table.



THE END