



Deliverables include:

- Excel file modeling of share brand preferences

Flexibility to:

- Add/remove brands from the model.
- Adjust (add/remove/change levels) features of *your* product from the model
- Adjust (add/remove/change levels) features of *competitive* products from the model
- Adjust price points for every configuration in the model

WHY A MARKET SIMULATOR?

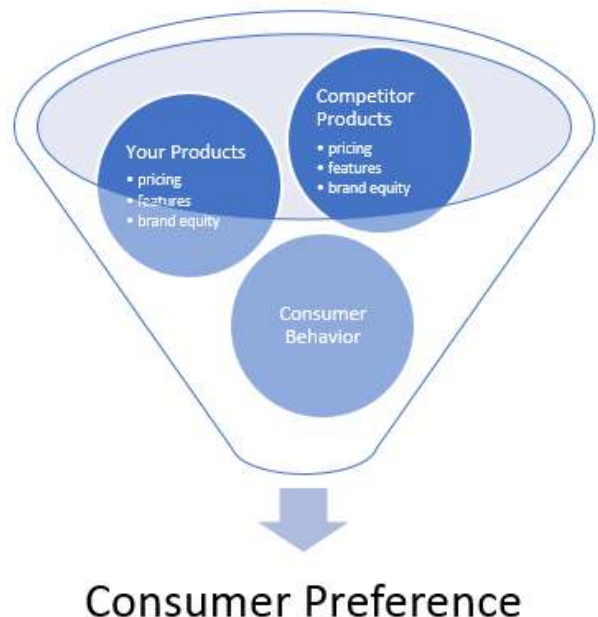
Consumer preference is more than just how much consumers like your features, brand, or price. Consumer preference is dependent on your competition. Your products **plus** their products, their pricing, and their features all create the marketplace in which your product or service operates.

The Stevenson Market Simulator is a proprietary tool delivered to our clients that allows them to input consumers' data about the value of certain tested product attributes (such as brand, features, and price). The tool generates an accurate share of consumer preference from these values. These attributes can be dynamically changed for instant revisions to the preference output.

HOW IT WORKS

The Stevenson Marketplace Simulator enables our clients to dynamically “adjust the levers” that make up consumer preference.

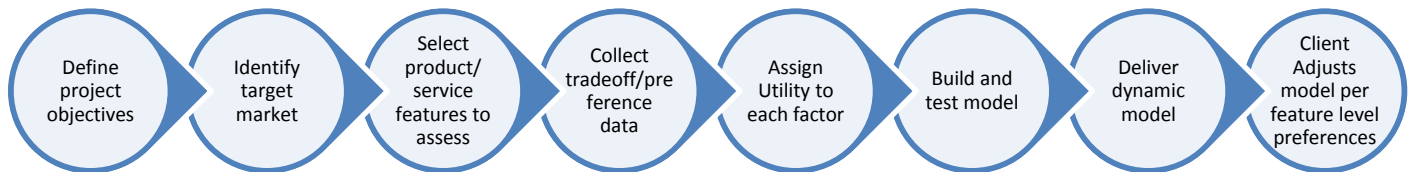
- What if my competition introduces a product at a lower price point?
- What if I introduce a private label product?
- How much is my new feature worth to consumers?
- What if a brand completely exits the market?
- How does share of preference for a new category change among different demographics?
- How does my key demographic react to a new entrant?



IT STARTS WITH THE OBJECTIVES

As with any project, the most critical part begins with defining your objectives. The analysts at TSC have decades of experience in interpreting your needs into an actionable study. Whether your objectives and target are both clearly defined or you are just beginning to understand them – we ask the right questions to get answers you can use to grow your brand presence and to increase revenues and market share.

Process for Stevenson Market Simulator



DELIVERABLES

We deliver a file that allows you to adjust product features per your specifications. The result is a forecasted market share based on your predicted market dynamics. Is there a brand exiting the market? *Take it out!* Are there price point changes? *Adjust it!* Your competitor comes out with a new feature at a new price? *Add it!*

All of these changes, as well as consumer share of preference adjustments, can be done – instantly! We work tirelessly with you to ensure you understand how to use the model and the tool. In the end, you have actionable insights so you can adjust your product features and pricing to capture the most market share.

Contact Us

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