PEACHTREE CONSULTING GROUP, INC.

STRATEGIC MARKETING ADVISORS

WWW.PEACHTREECONSULTING.COM

P R E S E N T S

2011 BASELINE MARKET METRICS

M A R K E T M E T R I C S F O R T H E N E W D E C A D E

2011 - 2013
THE HOME ORGANIZATION FUTURE

DEMOGRAPHICS • PSYCHOGRAPHICS • GEOGRAPHICS • TECHNOGRAPHICS

     

DESCRIPTION: *This once-per-decade,* ***revenue producing market study*** *will be multi-subscriber sponsored thus offering exponential value to all who join us. It is a perfectly timed post election follow-up to our most popular, highly esteemed, often-utilized 2000-2002 NEW MILLENNIUM BENCHMARK STUDY. Our 2011 study is being designed, conducted and reported by the same highly experienced marketing team. This* ***100% original study*** *will include trade input from professional organizers, retailers and custom installers. It will feature a consumer survey of twelve hundred (1200) households. All respondents will be fairly compensated to thoughtfully complete surveys designed by our research team in collaboration with our Original Subscribers.* ***NOTE:*** *Original Subscribers will be given the opportunity to submit specific questions for inclusion in the research plan.*

PURPOSES: *This study is being designed to provide an* ***informational advantage*** *to subscribers by pointing out significant growth opportunities before they become obvious. The new decade (2011-2020) brings unchartered waters and* ***a new market reality*** *to the home organization industry. Political events must now be factored into the marketing planning equation due to their inordinate effects on the consumer psyche. Consumer spending on home organization projects is projected to increase as we transition from a politically driven recession mentality to a politically inspired economic growth reality. This study will provide subscribers with the immediately actionable information needed to do a superior job of* ***fact based*** *marketing planning, product development, product refinement, merchandising and sales. Much needed* ***baseline market metrics*** *for total industry sales, usage area sales and major product group sales will be compiled. Benchmark measurements for brand recognition, material preferences, retailer ratings, shopping practices, social media influences, project priorities, spending plans and much more will also be established.* ***IMPORTANT:*** *All the above will become baseline references for use throughout the new decade.*

USAGE AREA COVERAGE: *In addition to our total market report, Original Subscribers may select various usage areas for focused coverage.* ***NOTE:*** *Base load funding support must be in place to insure focused coverage of specific usage areas:*

- CLOSETS / BEDROOMS
- KITCHEN / PANTRY / CABINETS
- GARAGE / WORKSHOP / BASEMENT
- OFFICE / FAMILY ROOM / REC ROOM
- BATHROOMS / LAUNDRY ROOM
- DECK / POOL / PATIO / OUTDOOR SHED

MATERIAL COVERAGE: *Trend data (2000-2011), relative to acceptability and preferences for popular materials will be presented. Materials rated include but are not limited to the following:*

- WOOD COMPOSITES
- POLYMER / PLASTIC
- FABRIC (CANVAS / NYLON)
- WOOD (NATURAL / CEDAR)
- GLASS / ACRYLIC
- SHEET METAL (STEEL / ALUMINUM)
- WIRE (COATED / PLATED)
- LEATHER (REAL / FAUX)
- WICKER / RATTAN (FAUX)

STUDY HIGHLIGHTS*:* *The reporting will be based upon* ***100% original data*** *gathered directly from trade and consumer respondents during April and May 2011. Highlights include but are not limited to the following:*

- *Baseline 2011 MARKET METRICS for the total industry / major product groups / usage areas*
- *2011 State of the Consumer addressing (improving) political and economic effects on industry*
- *Focus upon demographic, psychographic, geographic and technographic demand drivers*
- *Home organization project spending priorities versus popular home improvement projects*
- *Home organization project spending priorities versus other home organization projects*
- *Shopping evolution including actual effects social media have on product and store selection*
- *Project plans and product purchase intentions by usage area (closets, garages, bedrooms, office, etc.)*
- *Storage product needs / purchase intentions by usage area (closets, garages, bedrooms, office, etc.)*
- *New product ideas by usage area (closets, garages, bedrooms, office, etc.)*
- *Brands considered, brands preferred, major brand, store brand, celebrity brand ratings*
- *Retailer ratings … brand choices, product selection, product presentation, shopping enjoyment*
- *Trend data (2000-2011) … GREEN EFFECTS on product selection / purchase intentions*
- *Expert new product recommendations from PCG based upon trade, consumer feedback*
- *Expert marketing insights from PCG based upon twenty-five years of marketing experiences*

SHOPPING PRACTICES / RETAILER SELECTIONS: *In addition to the product and brand information provided, the following retailer issues will be covered:*

- PREFERRED RETAILERS
- POPULAR WEB SITES
- SHOPPING ENJOYMENT
- SELECTION FACTORS
- SOCIAL MEDIA INFLUENCES
- SHOPPING EVOLUTION

PROJECT MANAGEMENT*:* *Greg Alford, Senior Partner with twenty-five years of marketing and new product development experience in home organization will serve as Project Director and provide expert commentary and analysis. Toi Wall, a seven-year online research veteran with PCG, will prepare and field the online trade and consumer surveys. Rebekah Golden, an eleven-year consumer research specialist, will co-ordinate and contribute to the consumer survey design effort using input from Original Subscribers and the Peachtree research team.*

METHODOLOGY: *The research plan is being designed and conducted by highly experienced PCG marketers and research specialists. Collaboratively designed (PCG and Original Subscribers) online surveys will be developed and presented to qualified consumers and selected trade factors. Incentives will be used to compensate respondents who thoughtfully complete questionnaires. The research will be national in scope; approximately 1200 households stratified by income, home value and generational groups and nine census regions will be queried. In addition, a panel of one hundred home organization professionals and custom installers will also be given the opportunity to provide input into this study.*

REPORTING STYLE / FORMAT*:* ***(1)*** *The FINAL REPORT will be concisely presented using a combination of colorized charts, graphs and bullet points.* ***(2)*** *PCG comments, insights and product recommendations will be integrated into the report as acclaimed, value added additions.*

– ORIGINAL SUBSCRIBER REPORT OPTIONS –

☐ THE 2011-2013 HOME ORGANIZATION FUTURE … (BASE STUDY):

This is a stand alone, comprehensive study of the total home organization industry that includes:

- 2011 Market Metrics Compilation
- State of Consumers Address
- Demo,Psycho,Geo,Techno Graphics
- Spending Priorities (home improvement)
- Spending Priorities (home organization)
- Shopping Evolution (includes mobile apps)
- Green Effect on Purchases (reality)
- Brand Issues (recognition, preference)
- Retailer Ratings (various criteria)
- Material Preferences(various products)

☐ THE ADD-ON REPORTS (OPTIONAL) … USAGE AREA SPECIFICS (CLOSET, BEDROOM, GARAGE. OFFICE, BATHROOM, ETC.):

- Project plans (by area)
- Product purchase intent (by area)
- Organizer ownership (by area)
- Clutter item ranking (by area)
- Purchase prompt activities (by area)
- Favorite retailers / etailers (by area)
- New product needs / ideas (by area)

IMPORTANT: To make report selections email galford@peachtreeconsulting.com or call 770-487-0700 for an electronic version of our Original Subscriber Order Form.

ORIGINAL SUBSCRIBER BENEFITS*:* *Those who subscribe to this study by* ***March 15, 2011*** *will receive these benefits:* ***(1)*** *Lowest subscriber fee (20% less than post-publication),* ***(2)*** *"No fine print" value guarantee (see below),* ***(3)*** *Split payment terms (see below).*

PAYMENT TERMS*:* ***1/2****.......Billed upon receipt of signed ORIGINAL SUBSCRIBER ORDER FORM*
1/2*.......Due Fifteen (15) days after receipt of FINAL REPORT*

VALUE GUARANTEE*:* *As usual, this study is backed by our 100% "no fine print" guarantee that insures original subscribers will receive value equal to or greater than their modest investment.* ***BOTTOM LINE:*** *There is absolutely no risk to those individuals who champion the cause to subscribe to a PCG study nor is there any risk to their respective companies.*

COMPLETION DATE*:* *Project planning begins* ***March 2011****. Survey instruments will be fielded in April and May. FINAL REPORT delivery will be guaranteed for* ***September 30, 2011*** *(or before).*

"LIKE IRON SHARPENS IRON SO CAN ONE PERSON SHARPEN ANOTHER" [PROVERBS 27:17]

TOP TEN LIST

THIS BENCHMARK STUDY IS DESIGNED TO BE USED FOR:

1. **VISION CREATION / VISION REFINEMENT / VISION RETHINKING**
2. **UNDERSTANDING MARKET METRICS / FUTURE GROWTH DRIVERS**
3. **UNDERSTANDING CONSUMER PSYCHE / EVOLVING SHOPPING PRACTICES**
4. **UNDERSTANDING CONSUMERS' PROJECT PLANS / SPENDING PRIORITIES**
5. **STRATEGIC MARKETING AND MERCHANDISING PLANS**
6. **KEY ACCOUNT / INTERNAL / INVESTOR PRESENTATIONS**
7. **PRODUCT SELECTION / MERCHANDISING INSIGHTS (FOR RETAILERS)**
8. **GAINING EXPERT AND OBJECTIVE MARKETING INSIGHTS**
9. **BRAND POSITIONING VERSUS STORE BRANDS / CELEBRITY BRANDS**
10. **NEW PRODUCT IDENTIFICATION / PRODUCT REFINEMENT IDEAS**

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