

Product Situation Analysis

There are many five-star and four-star pet dryers on the market and my product will definitely be competing with. This product would be worth the investment especially for pet businesses that handle numerous pets on the daily. My product is a pet dryer that looks like a dog or cat cage. Where you can open and close a door to let you pet in or out when they are finishing drying. It will come in numerous sizes and colors and will be portable. The six competitors to my product are the Metro Air Force Commander 2; Flying One High Velocity 4; B-Air Dryers Bear Power 1; X Power B-2 Portable 2-in-1 Pet Dryer; Oster Hi Velocity Adjustable Table and Cage Dryer; Comfort Dry-Dryer.

	Uses	Usability	Cost	Other
My Design	To Dry Pets	Dry two pets at one time/ comes in numerous sizes/	Competes with other Market price Dryers	New business
Metro Air Force Commander 2	To Dry Pets	Dries one pet at a time/ portable	Market price \$199.99	Established brand
Flying One High Velocity 4	To Dry Pets	Dries one pet at a time/ portable	Market price \$172.00	Established brand
B-Air Dryers Bear Power 1	To Dry Pets	Dries one pet at a time/portable	Market price \$121.99	Established brand

All those specific dryers are great products but also have flaws and problems that my product could fix. All the previously listed products including mine have one main **(Use)** and that is to dry pets so every product has that in common. **(Usability)** is different because they come in different shapes and sizes so depending on how many pets you want to dry the smaller versions might be the right product for you. My product is not only for multiple pet owners but, if you have many pets like certain pet owners do, my product might be more pleasing for you. **(Cost)** is something that we know don't know yet but we presume to compete with other on the market pet dryers. With the cost you have to factor in that my product is a 2 in 1, acting as a cage but also a pet dryer.

(Physical Attributes and Design) All the dryers listed above are similar in design but come in different colors. The design is effective and useful but there was no need in have a drastic change in design. My product would be significantly different because its a walk in dryer so it would be considerably bigger with two sizes available to start off. The physical attributes would resemble a dog or cat cage owners would have or pet businesses that house numerous dogs/cats etc.

The **(environmental benefits)** would be more on your living environment rather than the outside. Because your house, depending on how many pets you have, is probably littered with pet hair. In every room, in your kitchen and many more rooms. And the dryers listed above just blow dry your pet and hair could go everywhere with nothing to catch it. The product the cage dryer would catch all the pet hair inside trapping it so none could get out. Saving you clean up time that you could spend doing something else. This would also be valuable to many pet businesses that take care of many pets a day.

(Target audience) would be pet businesses like Petsmart and Pet shelters first. They would be the number 1 target because they are guaranteed to have the most pets in their

possession. This means they need all the extra time they could get because they are dealing with so many.

Secondly the next targeted consumers would be family's with large pet families that have numerous pets. Many families have more than one pet and this statistic is increasing every year. People have 2 cats or two dogs, and some have one of each. This product will help these customers clean their pets in a more timely manner than the rest of the pet dryers on the market.

Objective 1: **(To introduce the Brand)**- Create a theme and brand name recognizable for advertisement. Introduce it to the world, as a threat to already existing products and show how ours is better.

*Demographics- (Same for Objective 1 and 2)

- Males and Females
- Age group- (18-70)
- Ethnicity- Caucasian-(70%) Hispanic-(69%) African American-(44%)
- Average income- \$36,000/yr.

Objective 2: **(To Create Awareness of the Brand)**- Build a buzz around the brand name and make it a household name. Become go to product for pet dryer shoppers.

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Objective 3: **(Brand differentiation from competitors)**- Create a separation between us and the competitors with legitimate differences. That keep our brand in a positive light that increases our value.

Objective 4: **(Call to Action)**- This will force the customer to switch to my product. Mobilize the customer to act and purchase because my brand will ultimately be better. By using the correct advertisements in different mediums.

A. Target Audience

i. **Demographics factors:** The Pet Grooming and Boarding industry has nearly doubled over the past decade. Demand for pet grooming, boarding, training and walking is at an all-time high due to rising pet ownership, improved disposable income and changing consumer preferences regarding pet care. Over the five years to 2018, revenue is anticipated to grow at an annualized rate of 6.8% to \$8.2 billion, reflecting a rise in consumer spending toward price-premium pet services. Revenue has posted consistent gains and is continuing to outpace the overall economy, with an increase of 1.7% in 2018 alone. Pet parents have been purchasing a greater range of high-value services for their pets, contributing to industry revenue growth.

ii. **Psychographic factors:** Psychographic factors for pet owner is tricky because there are so many. They even have their classification or terminology for example, “dog people” strongly identify with their dogs, define themselves in terms of their relationship with their dogs and treat their dogs like people. “Dog parents” see their dogs as an integral part of the family, but are less likely to define their personal and social identities in terms of their dogs. Pet owners see their dogs primarily as pets who are part of the family but are treated distinctly differently

than are children. Segmenting the universe of pet owners according to the strength of their attachment to their pet, enables marketers to create emotional connections with pet owners by talking with them in terms of how they think about themselves and their pets. But, these factors show they are willing to spend money on new products for their pets, because they see them as more than a animal.

iii.**HHI:** Overall, the average household income was \$36,000 a year.For households with dogs, the average household income was \$39,000 a year.Households with cats reported a yearly income of \$37,000 a year.Owning a dog or cat seems to entail a "traditional" family setting, meaning a husband, wife and children, compared to the rest of the population. About 69 percent of the population categorize themselves as "traditional."But of the dog-owning population, 82 percent consider themselves traditional. Of cat owners, 73 percent categorized themselves as traditional. The average age of the head of household is 47 years old. The average age of a pet owner is almost 43 years old.

B. **Messages:** The Message for Target audience #1 (*pet businesses*) will be using the rational and logical appeals for our pet dryer product. Pet businesses could include Petsmart; dog shelters etc.This will rely on our product features and cost as the focus. While showing it can handle daily use, and use for large amounts of pets. Pets business's have a large amount of pets to take care each day until they are sold. Which means they are the owners for a long time. Given this, they must take care of them 24/7 which is a hard task. My product will make there job much easier to handle for certain task. The ad will begin in pet shelter and only one worker is there. She is taking out one dog at a time and washing cleaning them in a bath. She is telling herself, "I cant do this by myself", and water is splashing everywhere making a mess. Then the

next shot is her with the new product and she takes out two dogs at a time. And puts both dogs in the washer at the same time, and smiles while she is doing it. You will see the clean work station around her and notice the difference and how comfortable she is. This message will hopefully convey to pet businesses that my product is must have for there company to be as efficient as possible and make work for their employees easier.

The Message for Target audience #2 (families with large pet families) will be using the same rational and logical appeals. This will rely on product features and effectiveness as well. The ad will open up on a family with the competitors product and a huge mess in their bathroom. Two dogs are splashing water and dirt everywhere as a kid is trying to clean them. The kid says, "Stop you're making a mess!!". And you see the end results of the family wiping dirt and water off the walls. The second part of the ad would feature the new product in a washer/dryer room and the kid walks both dogs over to the dryer. They both walk in and she closes the door. Once its finished she says, "Well that's so much easier", this will give the audience the idea of "Its so easy even a kid can do it". This message should also meant to make a family want this product to take the load off the parents and share responsibility with their children.

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Works Cited

<https://thehappypooch.com/best-dog-dryer/>

<https://www.amazon.com/dp/B00063KHPE/?tag=thp1606-20>

<https://www.amazon.com/dp/B012VK0PQ0/?tag=thp1606-20>

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<https://www.hairclippersclub.com/4-best-dog-blow-dryers-for-a-delighted-fluffball/>