

MARKET

Xtreme Home Entertainment is entering the home electronics market, a multi-billion dollar industry. Sales in the electronics industry have increased 20% in the last five years. Of this revenue, 80% involved sales of home entertainment equipment, 70% of which were professionally installed. The home theater installation services industry is also a highly profitable one with sales over \$10 billion in the United States. In Austin, Texas the market is estimated to be at \$20 million annually. The current growth rate is 3% per year, with growth expected to remain steady as technology advances continue.

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COMPETITION

Based on our research, there are over 30 competitors in the Austin area, including national and regional service providers. Two national competitors are Best Buy and Circuit City, both of which offer in-house installation and simple home theater consulting services. Our three closest regional competitors are Austin Audio, HD Installers, and ATXAV, which all offer in-home consultations, pre-wiring, system design, and installation.

Where price matters, customers are looking for differentiated services, they want uniqueness, customizing everything to meet their needs. Providing expert advice, giving them the best options for their budgets will allow me to enter the market and be competitive.

DIFFERENTIATION

Xtreme Home Entertainment will offer its services directly to the consumer, custom home builders, real estate agents, and remodeling companies. We will look professional by wearing company logo on t-shirts to separate our quality of service from other businesses and we will be on time. We will also follow up after every sale by sending thank you cards to our customers and asking them how we could improve our services. Because of our expertise, efficiency, and dependability, we will gain loyalty and respect from our customers and suppliers within the industry and steadily gain market share against our competitors.

Maybe a solid example would go good here??? Give an example of a client engagement (how a normal big name firm would do it with minimum personal attention to the client, not good service, etc. vs. how XTreme would do it).

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In the business world, everyone says they care about the customer and does what is best for them. Everyone says that they are set apart by their service and professionalism. All companies make this claim, so people will not be impressed

by words. Show them exactly how you will fulfill your vision. That's what will cause people to believe like you believe. 😊

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