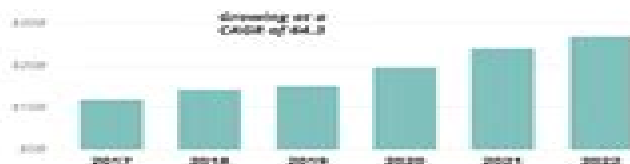


## a) NORTH AMERICAN MARKET

### Segmentation and Forecast

(Canada, USA & Mexico only)



## b) NORTH AMERICAN MARKET

### By Operating Systems

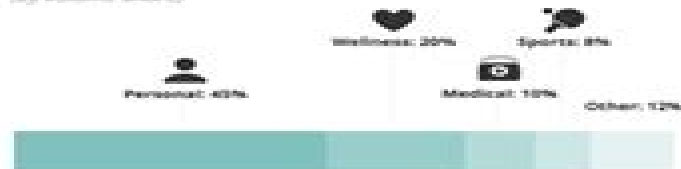
(By volume share)



## c) NORTH AMERICAN MARKET

### By Application

(By volume share)



## d) NORTH AMERICAN MARKET

### By Geography



## e) OVERVIEW ANALYSIS

Based on the data, we recommend securing a spot in the U.S.A market as the priority in 2020, with planned expansions into Canada and Mexico (2022 and 2023), respectively. We also recommend further developing the *Pulsar Extension Smartwatch*, officially *Pulsar 2.0* to respond to the needs of our buyer personas. The *Pulsar 2.0* will focus primarily on personal assistance and wellness. With information from a number of surveys, we have compiled detailed buyer personas to target with our marketing efforts.

### Key Trend

Smartwatches can deliver more information and have a wider range of features, allowing higher functionality and more personalized uses.



### Market Driver #1

Smartwatch technology is getting more sophisticated, allowing for larger screens, better technology integrations, higher touch-screen responsiveness, and wider range of styles.



### Market Driver #2

Certain features even allow Smartwatches to operate independently of smartphones and then automatically sync again.

## f) CUSTOMER SEGMENTATION

There are 2 ideal buyer personas that we have chosen to target, supported by current customer history and market research. We have identified them by geographic, psychographic, behavioural and demographic qualities.



### JOHN KENSINGTON

VP of Business Development

#### Geography

Lives in an upscale, highly-urban area, with a mortgage on a two-story condominium unit, in a tower.

#### Demography

John is 38-years old, Caucasian, male and highly educated. Earns upwards of \$160,000 annually and owns a vehicle but chooses to commute via public transit. Owns a summer cottage. Is married and owns a large dog.

#### Psychography

Likes to stay active to keep the mind and body sharp. Likes exercising as a way to optimize productivity in the workplace, maintain high energy levels, is highly metric-driven due to marketing background. Likes tech that provides him with reports and feedback, which makes tracking progress easy.



### MARIA ACUNA

Marketing Executive

#### Geography

Lives in an upscale, residential suburb, very close to the city core. The home is valued at \$1,1M-\$1.8M.

#### Demography

Maria is 32-years old, Latin, female and highly educated. Earns upwards of \$160,000 annually and owns a vehicle valued at \$40,000 or more, is married and has one child aged 0-3 years.

#### Psychography

Likes to stay active and in shape. Exercise is a source of stress relief, provides focus, maintains high energy levels and drives creativity. Participates as a board member for a non-profit organization of a cause important to her. Influential figure, influencer, empowered visible minority and industry leader.

# Research Report On The Model Industry

**Robert H. Haveman, Kevin Hollenbeck**



## Research Report On The Model Industry:

U.S. Government Research Reports ,1964      Research Reporting Series ,1976      Marketing Research Report United States. Department of Agriculture,1952      **Compendium of Research Reports** ,1979      **Compendium of Research Reports** United States. Department of Housing and Urban Development. Office of Policy Development and Research,1981      **ERDA Energy Research Abstracts** United States. Energy Research and Development Administration,1977      **Recent Research Reports** ,1980      **Air University Abstracts of Research Reports** Air University (U.S.). Library,1984      **Bulletin** ,1971      Energy Abstracts for Policy Analysis ,1989-07      *Report summaries* United States. Environmental Protection Agency,1983      **Artificial Intelligence and Industrial Applications** Tawfik Masrour,Ibtissam El Hassani,Nouredine Barka,2023-09-14 Amid the dynamic growth of artificial intelligence this book presents a collection of findings and advancements from the second edition of the A2IA Artificial Intelligence and Industrial Applications conference The conference hosted by ENSAM Mekn s at Moulay Ismail University Morocco fosters knowledge exchange in AI focusing primarily on its industrial applications Covering a wide range of topics the book highlights the adaptable nature of AI and its increasing impact on industrial sectors It brings together contributions from an international cohort of researchers discussing themes such as intelligent manufacturing and maintenance intelligent supply chain management various modes of learning including supervised unsupervised reinforcement semi supervised and graph based as well as neural networks deep learning planning and optimization A defining feature of this edition is its extensive scope and emphasis on the practical applications of AI along with its foundational elements It facilitates an understanding of AI s current state and potential future direction showcasing recent developments that bridge the gap between theory and practice Designed for a diverse readership this book is of interest to AI practitioners academics and enthusiasts as well as to those new to the field It provides an opportunity to explore AI s critical role in industrial applications and the practical insights it offers are likely to be beneficial for decision making within industrial settings      **Energy Research Abstracts** ,1992-10      Monthly Catalog of United States Government Publications ,1982-05      **Sectoral, Regional, and General Equilibrium Models** Robert H. Haveman,Kevin Hollenbeck,2013-10-02 Microeconomic Simulation Models for Public Policy Analysis Volume 2 Sectoral Regional and General Equilibrium Models is a collection of papers presented at a conference of the same title held in Washington D C in March 1978 This volume deals with economic equilibrium models This collection also discusses micro data models of the macroeconomy that include policy explorations concerning the transaction model of the American economy One paper reviews the experiments with fiscal policy parameters from a micro to a macro model related to the Swedish economy this model analyzes inflation at the micro market level as well as the interactions between profits investments inflation and growth Another paper analyzes alternative plans for corporate and income tax integration in the United States the model used shows that integration of personal and corporate income taxes can yield revenues of 6 billion

As regards rehabilitating central city housing issues one author present a simulation model which shows that rehabilitation of the existing housing inventory can only produce small net gains over time To have larger gains the model shows that net increase in demand for housing should also follow This book can prove useful for economists sociologists and officials involved in community development and in the public sector      **Study on China's Industrial Competitiveness** Yanyun Zhao,2023-03-06 This book builds an information platform on China s industrial competitiveness providing scientific design and application case studies for integrated analysis and decision making facilities and mechanisms for enterprises industries financial institutions and governments which can make up for the lack of adequate information in China s market operations especially the problems of duplicate construction and vicious competition aggravated by the lack of systematically processed industrial information This book not only pursues innovation in technical methods and application theories but also pursues the collection processing and collation of relevant domestic and international data and development and application so as to provide primary results for an industrial competitiveness database adapted to government management needs The research is closely related to the actual problems in China and extensively uses statistical data to make various model analyses which has a relatively sizeable academic value      *Scientific and Technical Aerospace Reports* ,1995 Lists citations with abstracts for aerospace related reports obtained from world wide sources and announces documents that have recently been entered into the NASA Scientific and Technical Information Database      *Radioactive Waste Processing and Disposal* U.S. Nuclear Regulatory Commission,U.S. Nuclear Regulatory Commission. Office of Nuclear Material Safety and Safeguards. Division of Waste Management and Environmental Protection,1980      *Research in Education* ,1974      *Resources in Education* ,1994

## Research Report On The Model Industry Book Review: Unveiling the Power of Words

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