

Tips & Tricks

Market Players



Tips & Tricks **Market Players**

01

Avoid monster player categories to create clarity!

02

Are there player categories you haven't thought of?

03

Expansion into other markets

04

Take it slow, this is not a theoretical exercise!!

05

Key actions: Learn, understand, strike!

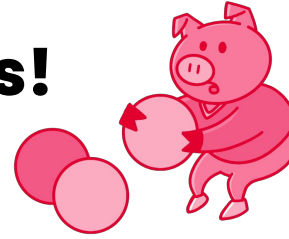
1 of 1

Brainstorming

Avoid monster categories!



Do not create categories where the players are not compatible in size, target group and business model. Rather separate them into separate categories in order to keep them clear and less vague. And to allow you to understand how to collaborate.



X NO



✓ YES



Tips & Tricks
Market Players

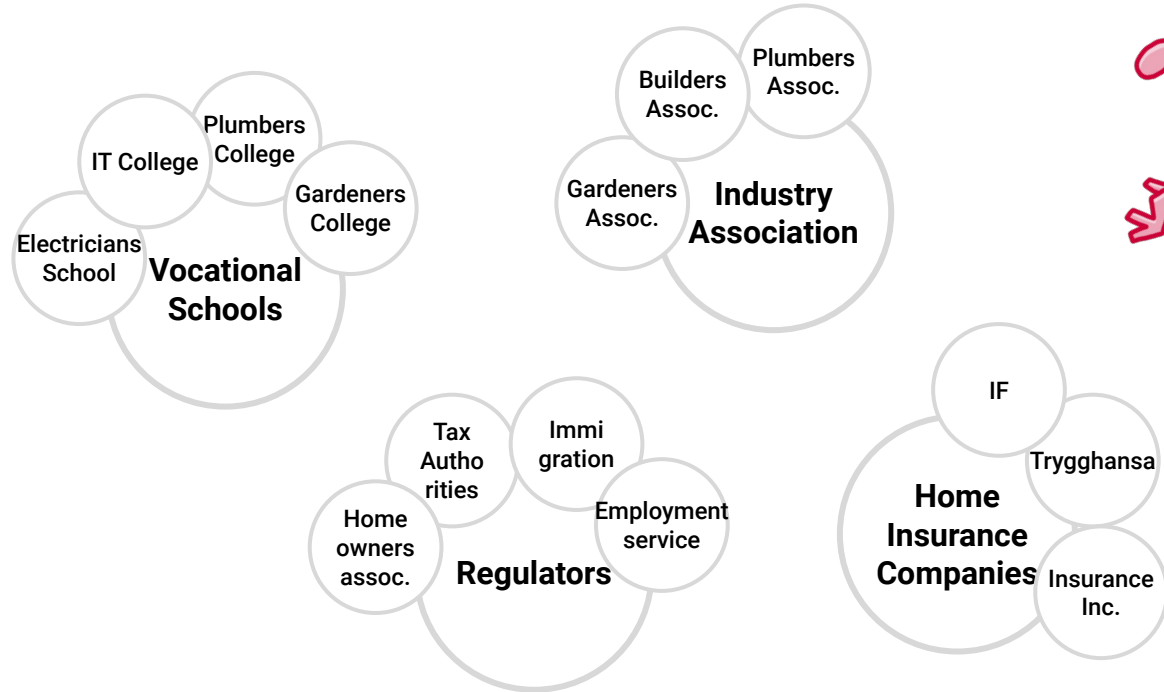
1 of 1

Brainstorming

What other categories are there?

i

It's sometimes smart to think outside of the box. Are there players you aren't thinking of? Maybe substitutes or influencers that are affecting your market like suppliers or regulators?



Tips & Tricks
Market Players

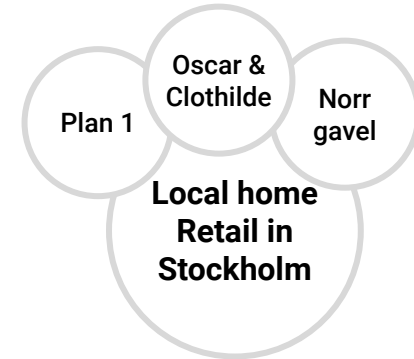
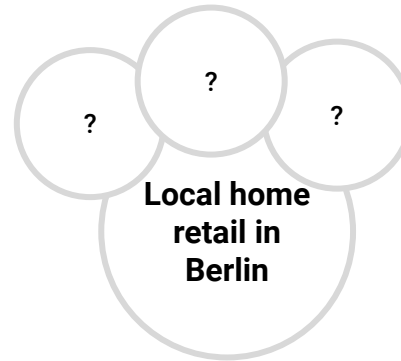
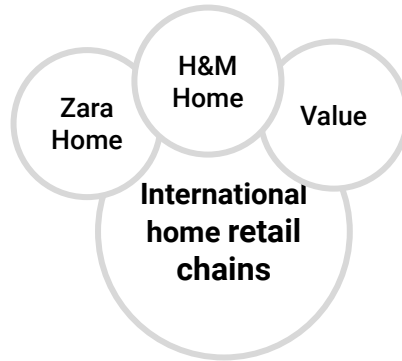
1 of 1

Brainstorming Expansion in other markets



Different markets work in both similar and varied ways. If you do a Market Players in one region, you can use it as a template when onboarding your local team in a new region. And gathering local insights.

You may also validate which market works best for expansion, before entering. Depending on available players. Which market is the most mature?



Tips & Tricks
Market Players

1 of 1

Market Planner

Take it slow...



Filling in the Market Planner might feel overwhelming.

Remember: You don't have to do everything at once.

And you don't have to chase every partnership if you're not ready for!

Learn, understand & strike when you are ready!!



CRITERIA	PLAYER OFFERING	COLLAB	RISK	TO-DO
<p>Other handy service providers</p>	<ul style="list-style-type: none"> (-) Yepstr hires young people (can be uneducated), they can't help with all the stuff we can. (-) Rent a Husband does not provide online help. Some handyproblems might not require someone onsite. (-) Pandy does not offer tutorials. (+) But they have more handymen than us, making availability for onsite help more accessible. (+) Clas Fixare offers personal advice by phone and also offers help with smaller projects. 	<ul style="list-style-type: none"> (-) How can we make partners out of competitors? Is there a possibility for us to recommend them when we don't have handymen? 	<ul style="list-style-type: none"> Some of these companies are already household names. They have more handymen than us 	<ul style="list-style-type: none"> Continue to monitor our competitors.
<p>Private individuals</p>	<ul style="list-style-type: none"> (+) For some target audiences (older generation, eg) it might feel more intuitive to ask people they know for help and not use search engines or apps for tutorials. (-) If you don't know alot of people or live in an isolated area, it might be hard to find people to ask for help with handy problems OR overly expensive to hire someone to drive to your house and fix easy things 	<ul style="list-style-type: none"> (+) We could collaborate with "customer-to-customer" companies that offer people to borrow equipment from each other. 	<ul style="list-style-type: none"> The "I know someone who can help me" is always going to be an option for people no matter what, and could not be considered a threat. "DIY people" might not want to pay for handyman app, and be more likely to ask family or friends. 	<ul style="list-style-type: none"> Explore content uploading functionality that can be used neighbours to become active in the app Map (C2C) customer-to-customer" companies that offer people to borrow equipment from each other.
<p>Influencers</p>	<ul style="list-style-type: none"> (+) "Fix your apartment" has a huge following and reach many "DIY-ers" (our audience) (+) Their tips and tricks and free. (-) They are private individuals and might not have certifications that say what they do is correct. 	<ul style="list-style-type: none"> (+) There is a huge opportunity to reach our audience by collaborating (influencer marketing) with Fixi, (-) but they have already collaborated with our competitor "Pandy". (+) Hemfix is a popular account that would be easier to reach. (-) Though they make tutorials themselves. (-) Collaborating with influencers is always risky since they can "get in trouble", which will effect our reputation. 	<ul style="list-style-type: none"> (-) The risk with influencers as competitors is that they get by with personality. We are a company, which feels less "DIY". 	<ul style="list-style-type: none"> Contact "Hemfix" and ask if she wants to collaborate with her. Map other Swedish influencers on TikTok that do handy tips tutorials. Partner with social media influencers or bloggers in the home and DIY niche to promote the app to their audience.



Tips & Tricks
Market Players

1 of 1

Market Planner Key Actions

Take time to learn, understand, strike!



Very early on: Use the market player to learn and document the market situation. Start establishing relationships with players that make a difference.

When you have enough proof (many customer references, emerging brand) you may start selling to partners for real and close your first “major” deal.

It is a balancing act to sell through a channel or directly. All large businesses move to secure distribution at a later stage. When you start, direct sales is king, if possible!

Focus on customers and understand competition. Your main priority should be your customers and what you offer to them!

3 KEY ACTIONS

1	Establish first contact to learn about Hardware Incs purchasing needs
2	Distribute flyers at Jerry's Local HW and start recommending each other in Chelsea
3	Map the market with all players and get more insight on market size in Stockholm



Tips & Tricks
Market Players