

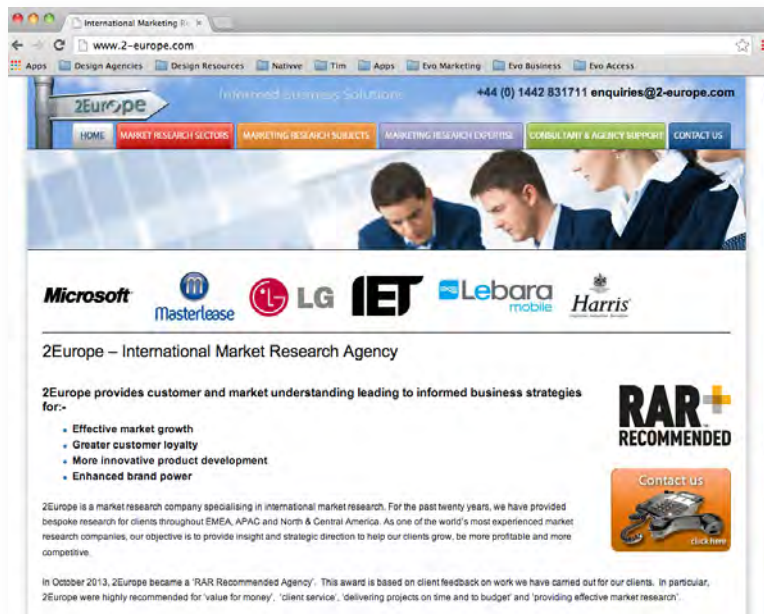


evolution®

MARKET RESEARCH
2014

BACKGROUND

- During 2014, Evolution has **invested heavily** into a program of market research to better understand end-user product development requirements, test marketing propositions and **conclude key buying drivers**.
- An independent agency **was commissioned** to carry out a series of focus groups and end-user surveys
- The agency selected has worked in partnership with the **world's leading brands** such as Samsung, Siemens, LG, Microsoft and Epson to name a few, the same methodology being applied to the Evolution program of research.
- The research was targeted at **mitre saw end-users** within the UK aiming to find out the main buying drivers and usage requirements



THE OBJECTIVE

The primary objective of the project was to provide information to enable Evolution to establish a strategy to further penetrate the UK power saw market. It is intended that the insight will enable Evolution to establish a revised marketing strategy and identify its future product development milestones. Ultimately, the aim is to further understand how Evolution can provide 'best value in power saws with circular blades'.



METHODOLOGY

1. 4 x Focus groups held, 2 groups of DIY users, 2 groups of Professional End Users.
2. The Groups were held in Leeds and Watford.
3. Targeted Circular Saw and Mitre Saw users.
4. Attendees were a mixture of current Evolution product owners.
5. Followed up by a quantitative study to both Evolution end-users and non-Evolution end-users.



Power saw users assess products mainly from the look and feel of the product as they consider robustness and quality.

Ergonomics and the feel of the saws features play a significant role.

DIYers relate value to price (and believe a lower price means they are getting a better deal).

Additional warranty payments and chargeable extended warranties and not liked by customers. Warranties should be included in the purchase price.

THE CUSTOMER SERVICES PROVIDED BY EVOLUTION ARE CONSIDERED VERY GOOD

DIYers believe Evolution are good value for the quality of cut, and the **universal blade** they provide.

'Lifetime' warranties are not believed or trusted and a figure should be stated.
3 year warranties are valued.

Multi-purpose blades make the job easier for DIYers and avoid issues of hitting a different material in unknown environments. They also offer flexibility without having to purchase another saw blade.

MARKETING MESSAGE

- Emphasise the Evolution strengths:-
 - **ONE BLADE FOR ALL** – multipurpose, cuts all materials, blade longevity.
 - **GETS THE JOB DONE** – quickly and accurately, saves time, makes life easy.
 - **BRITISH DESIGN** – robust, quality build, reliable, excellent value.
 - **20 YEARS EXPERIENCE** – reliable and trusted brand.
- **Packaging** - The packaging is eye catching POS and needs to emphasise the main selling points above.



PRODUCTS

- Saws need to appear robust.
- Customers select saws from the look and feel and in particular dislike plastic or flimsy switches/levers which they consider will fail - use of plastics should be kept to a minimum.
- Handle ergonomics are essential as normally the first point of contact on inspection.



SUMMARY

- **DIY users -** See a power saw as a means to an end, and do not want the hassle or expense of multiple blades - they are willing to spend a bit more for a 'better' brand.
- **Multipurpose blade** should be the main proposition for DIY as it empowers them to cut any material.
- **Need help from Evolution** to embrace metal working and here training material and examples will help.
- **DIY are low, occasional or single project focussed** and so buy a low cost saw to do a particular job and balance this against the cost of hiring a professional – on this basis cost will always be the prime driver for DIY users.



NEW
PRODUCTS

**WHAT'S IMPORTANT
TO AN END-USER?**

PRICE POINT
TRADE UP FROM OPP



MULTIPURPOSE



ERGONOMIC

ACCURACY



**GOOD
VISIBILITY**

DEPTH OF CUT



**GUARDING
& SAFETY**

STABILITY



ROBUSTNESS

