

Mini Company Results

Well the mini company did not go to plan.

It looked like we had the right target market after we sent out the questionnaire to all year groups, we thought we had the right target market but we didn't we got the target market completely wrong. It was like trying to sell a car with no interior to people who have tvs in the back of the seats, it was never going to happen. Our product looked good but did not perform to the high level of quality people were demanding for a massively different price. We tried to develop on that but it did not succeed either is because the target market wanted to spend 50 euro on earphones not 5 euro (being from gerards and all).

Sound quality is a point all companies in the business use, then design. The only company I know of that successfully went more on the design and logo side of it was BEATS by Dre, not the greatest sound quality but the logo and the name is what you pay for, a lot like apple phones it's mainly the brand and popularity that people pay hundreds of dollars for, but there are outliers and outliers don't occur often. Basically we didn't have a strong selling point.

My final point on why the company wasn't a success is because I personally didn't believe in the product and I think coming out of this experience I have found that you must believe 100 percent in your product for it to succeed, you have to be completely certain in this without a whisper of a doubt. If you don't believe in your product, well good luck mate.