



FORDHAM UNIVERSITY

THE JESUIT UNIVERSITY OF NEW YORK

# Fordham University Consultancy Project

R<sup>3</sup> printing™

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# Agenda



- ✓ | Analysis and Forecast
- ✓ | Marketing Segmentation
  - ✓ | Targeting Markets
    - ✓ | Products Positioning
      - ✓ | Marketing communication and CRM



# SWOT Analysis



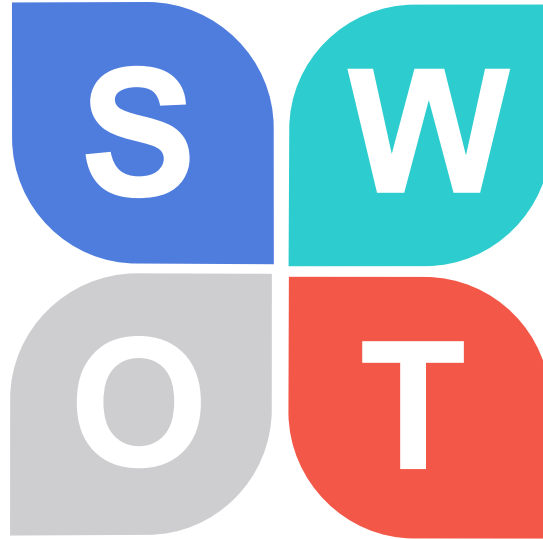
## Strengths

- High production speed.
- High efficiency
- Cutting edge automation system
- Intelligent safety concerned system



## Opportunities

- Rapid market growth
- Revolutionized technique to change the ecosystem of manufacturing.



## Weaknesses

- Limited product mix
- Limitation of material
- Less customization than competition

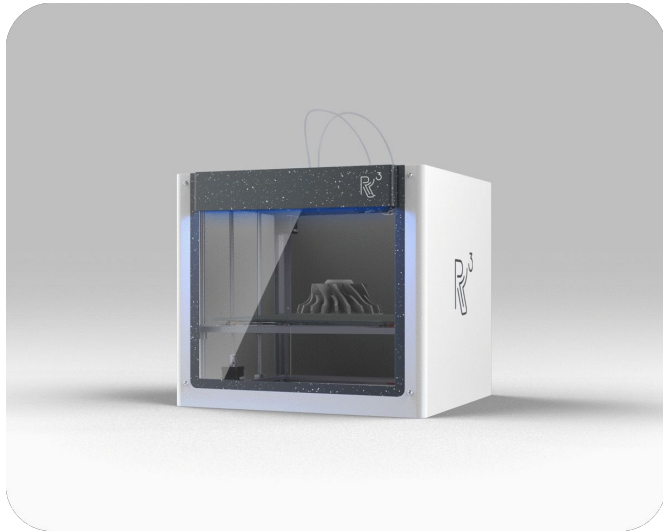


## Threats

- Fierce competition
- Low entry barrier
- Well established companies who have already taken most market share.



# SWOT Implications



## ***Strengths & Threats:***

Focus on specific segments.

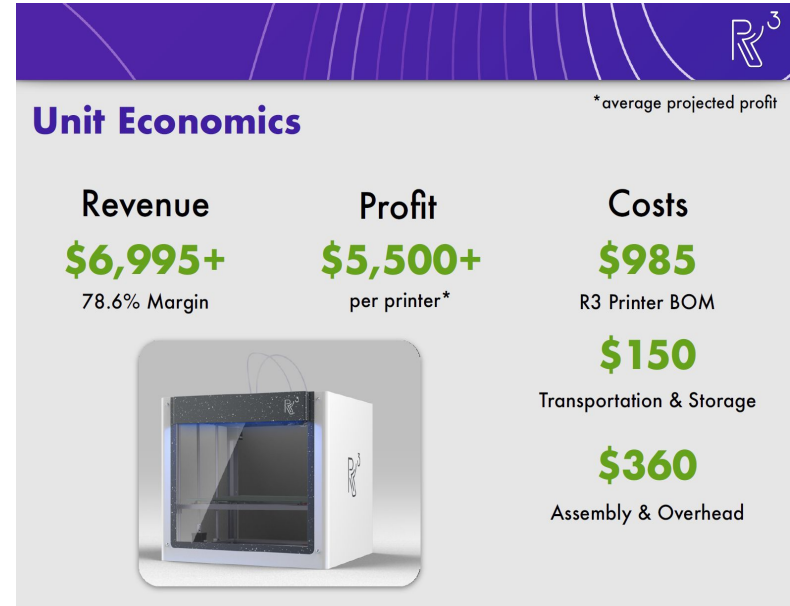
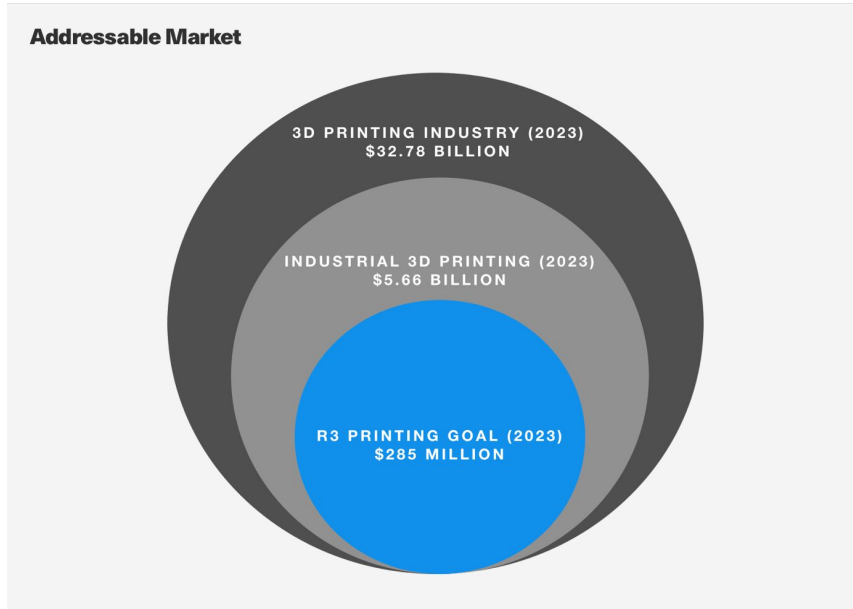
Target on both 3D printing manufacturers and traditional manufacturers.



## ***Weaknesses & Threats:***

Accelerate R&D process to strengthen comparative advantages.

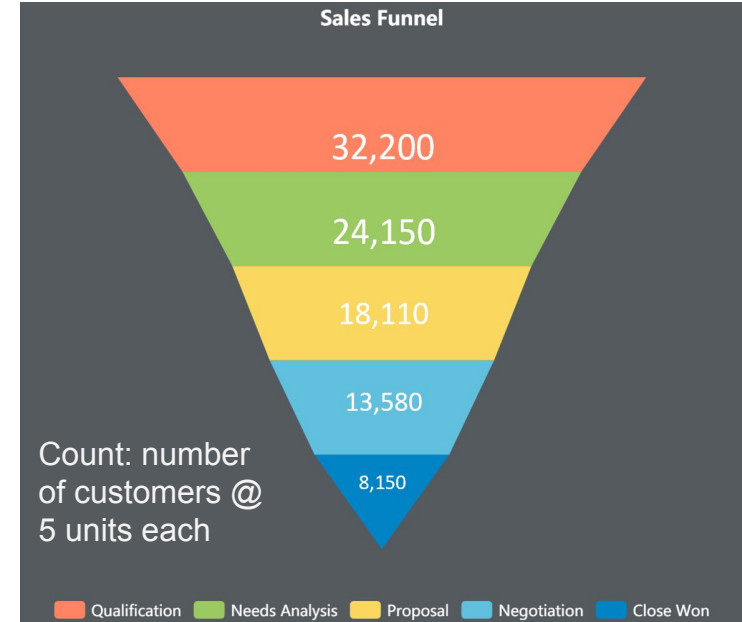
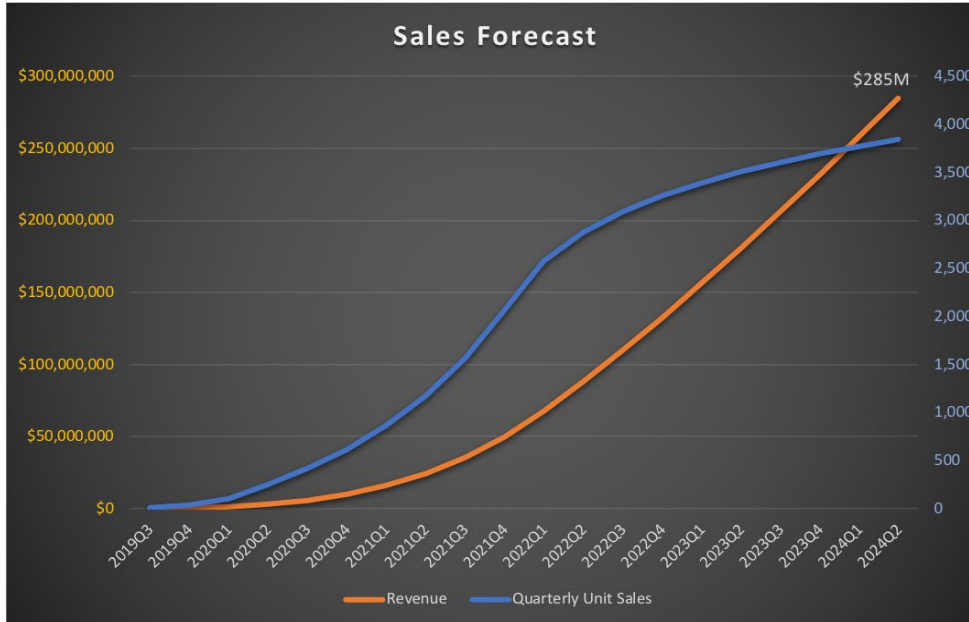
# Marketing Objective by 2023



Your Have An Ambitious Business Goal by 2023:  
How To Get There?

Source: <https://republic.co/r3-printing>

# This is What It Will Take: Sales Forecast for 5 years

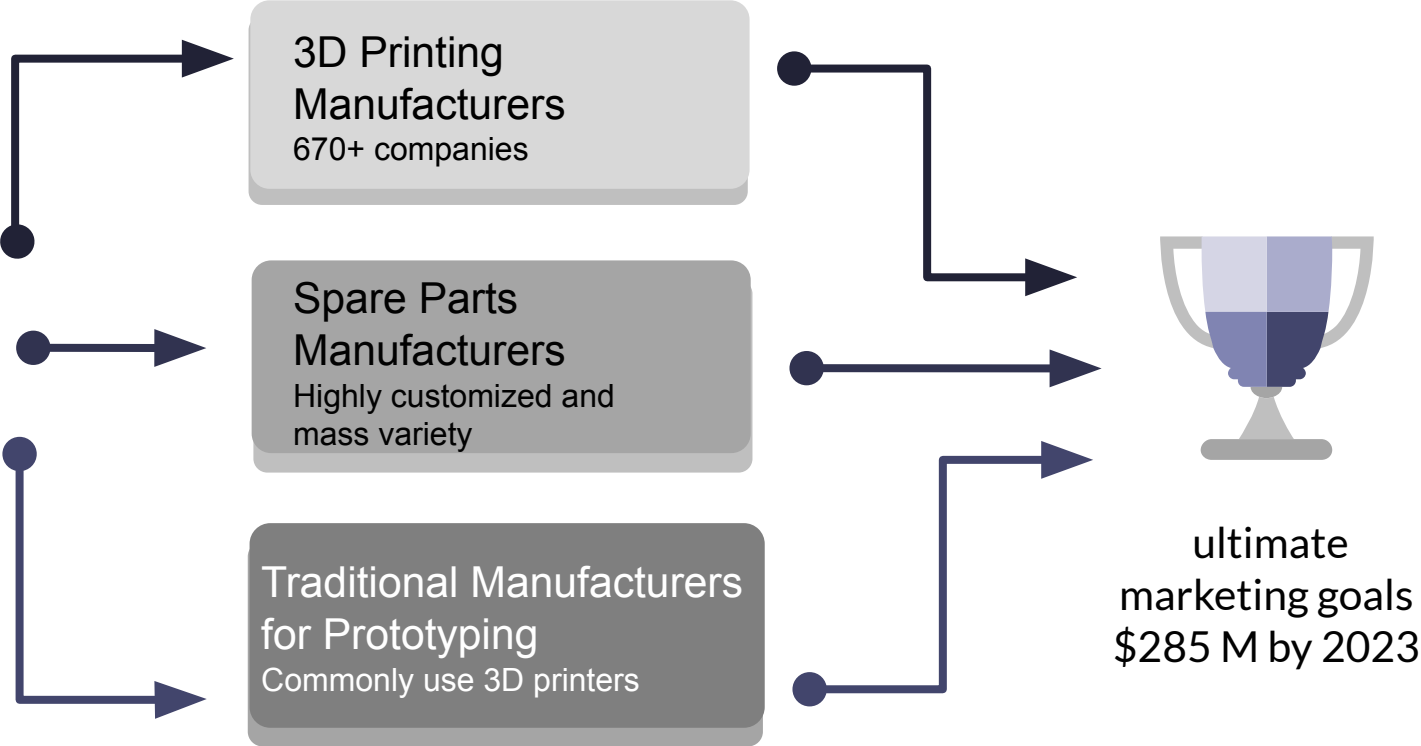


Average quarterly growth rate  
in unit sales  
**27.69%**

Average quarterly growth rate  
of revenue  
**46.59%**

Assumed Conversion rate at each stage  
**75.00%**

# Customer Segment





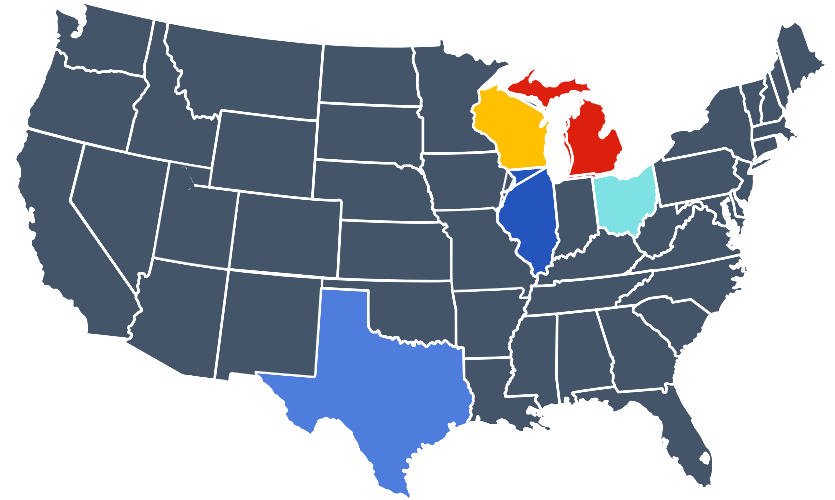
# Target Industry 1

## Machinery Manufacturing

The machinery production industry is heavily concentrated in the Midwest. This industry includes about 56,521 companies.

Business trends in the industry require versatile machinery;

Users shift from purchase to rental, because of the economic recession and the higher price



Top states for Machinery Manufacturing:  
Texas, Michigan, Illinois, Ohio, and  
Wisconsin.

Source: dun & bradstreet first research  
Machinery Manufacturing in USA, May 2018





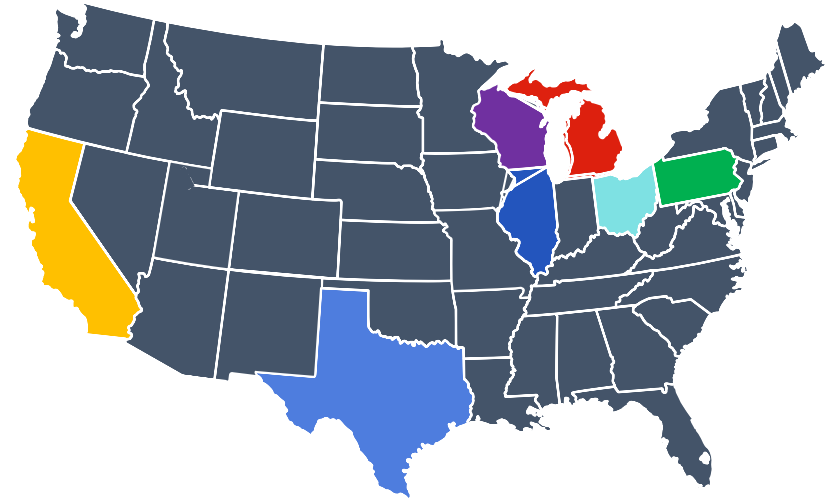
# Target Industry 2

## Machine Shop

Primarily engaged in machining metal and plastic parts on a job basis. This industry includes about 17,205 companies.

Generally low volume using machine tools.

Machine shops play a manufacturing support role, often operating as de facto subsidiaries of their customers, their work tends to be local.



### **Top states for machine shops:**

California, Texas, Ohio, Michigan, Illinois, and Pennsylvania

Source: dun & bradstreet first research  
Machinery Manufacturing in USA, May. 2018

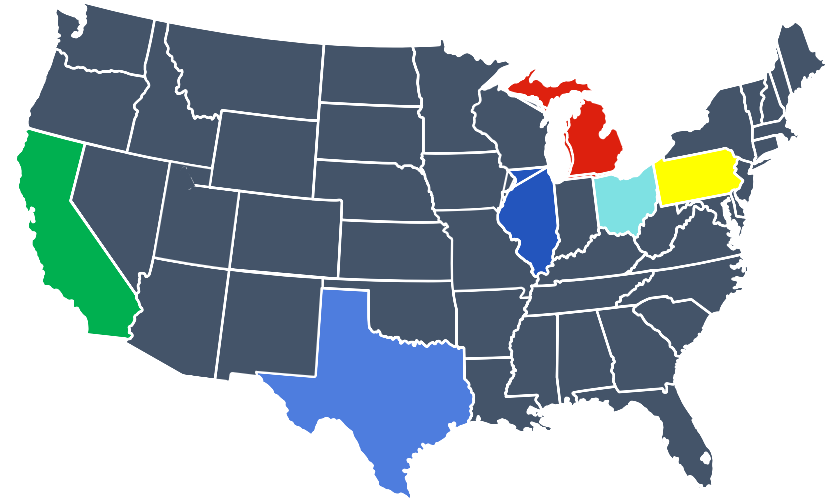


# Target Industry 3

## Plastic product manufacturers

The US plastic product manufacturing industry includes about 10,000 companies with annual revenue of about \$192 billion.

3D printing, enables companies to provide more complex and customized value-added products.

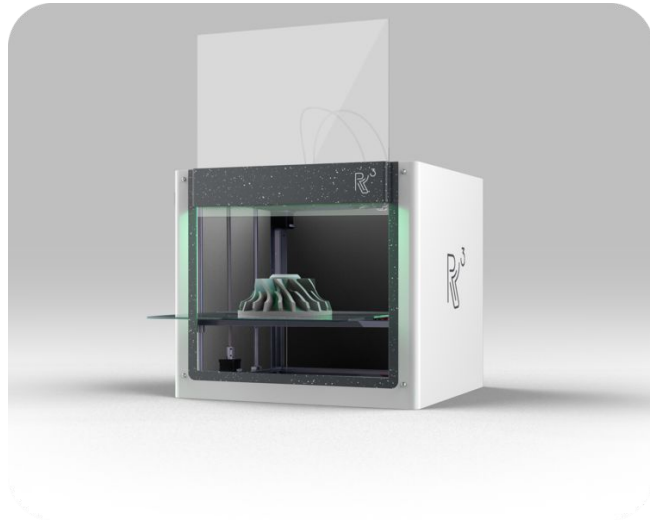


Top states for plastic and rubber product manufacturing:  
Ohio, Texas, Illinois, California, Pennsylvania, and Michigan.

Source: dun & bradstreet first research  
Machinery Manufacturing in USA, March 2018



# New Targets: Focus Marketing Strategy



**Industry Focus:** Plastics Products; Machine Shops;  
Machinery Manufacturing.

**Region Focus:** Texas, Michigan, Illinois, California, Ohio.

**More Customers:** 83,726 new potential customers.

# What do 3D printing equipment buyers want? Early Indications

Summary of questionnaire:

Length of questionnaire: 14 questions

Sample: 35; Responses: 5 replies 14% response rate

Distribution: Qualtrics, LinkedIn, business email

## Topics:

- How much should a 3D printer be?
- What 3D printing attributes are most important?
- What capacities of 3D printers are important to interviewees' customers?
- What kind of problems do they encounter?
- How long is their 3D printers' usable life?



# Survey: Early Indications

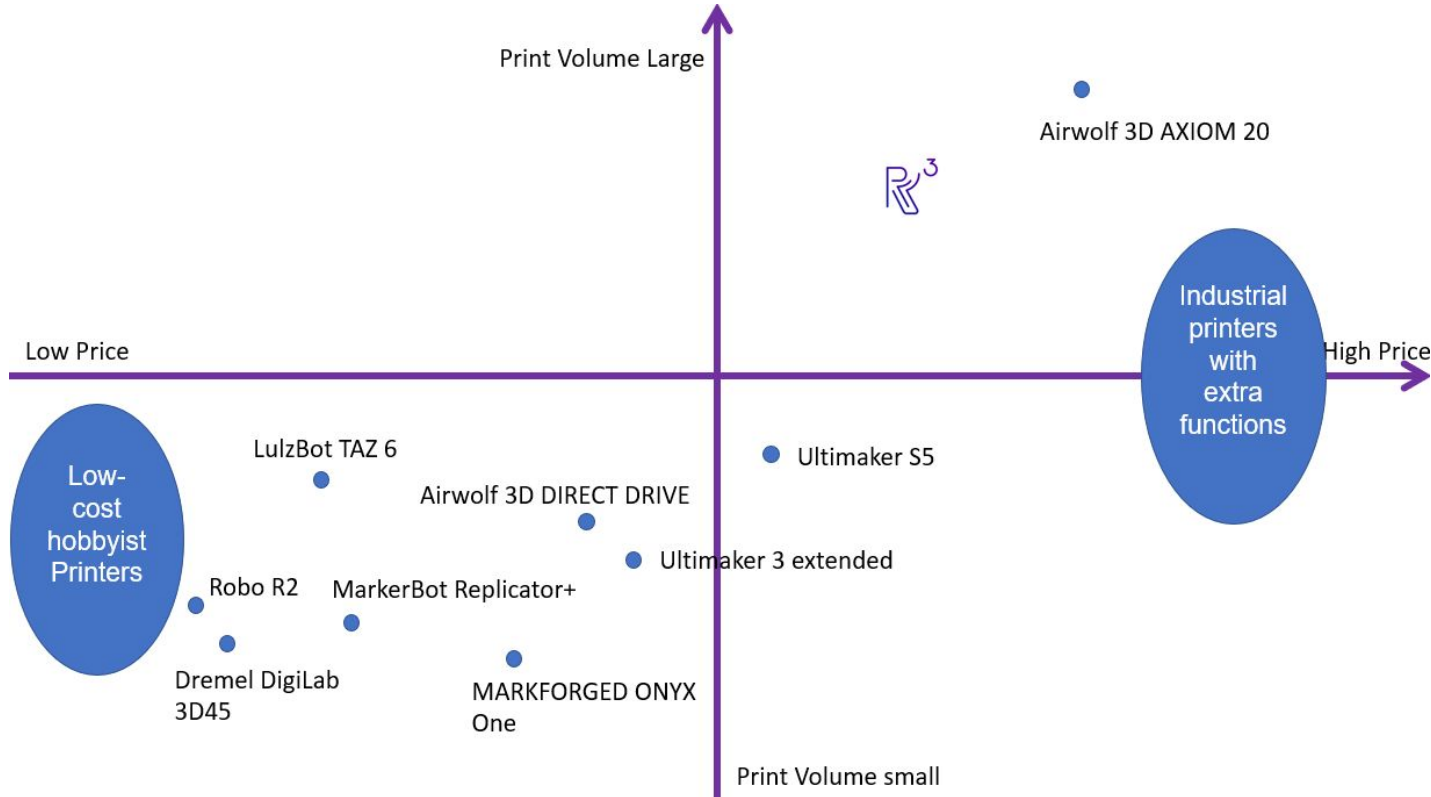
## Summary of the replies:

- Focus on 3D printers' speed, usage life, operating/maintenance cost, and printing size. (not care too much about safety)
- \$4,000 is the EXPECTED price of a 3D printer.
- High operation cost and complicated software are the most complained issues
- Overheating and low speed not frequent

## Preliminary Implication and Recommendation:

- Emphasize R3 printers long usage life and maintenance cost, instead of safety.
- Use skimming pricing strategy. Set a high price at the beginning and decrease over time
- Keep working on the print volume and speed.

# Positioning: between consumer-grade and enterprise-grade



## Advantages

Relatively large printed volume with affordable price

## Overall Marketing Goals

- Generate an average of 600 leads per month beginning at 3Q 2019
- Increase sales by 27.69% per quarter beginning at 3Q 2019
- Obtain 30,000,000 exposures by the end of 2023

## Target Markets:

- Company size: less than 50 employees (80% companies)
- Location:  
USA: Texas, Michigan, Illinois, California, Ohio;
- Industries: Plastics Products; Machinery Manufacturing;  
Machine Shops
- Job Title: Engineer; founder; co-founder; Production manager



# Main Marketing Channel: Expo

Select the right exposition

Criteria: audience quality; competitors; budget and schedule; etc.





# Salesforce Forecast by 2024

**Average Conversion rate = 75%**

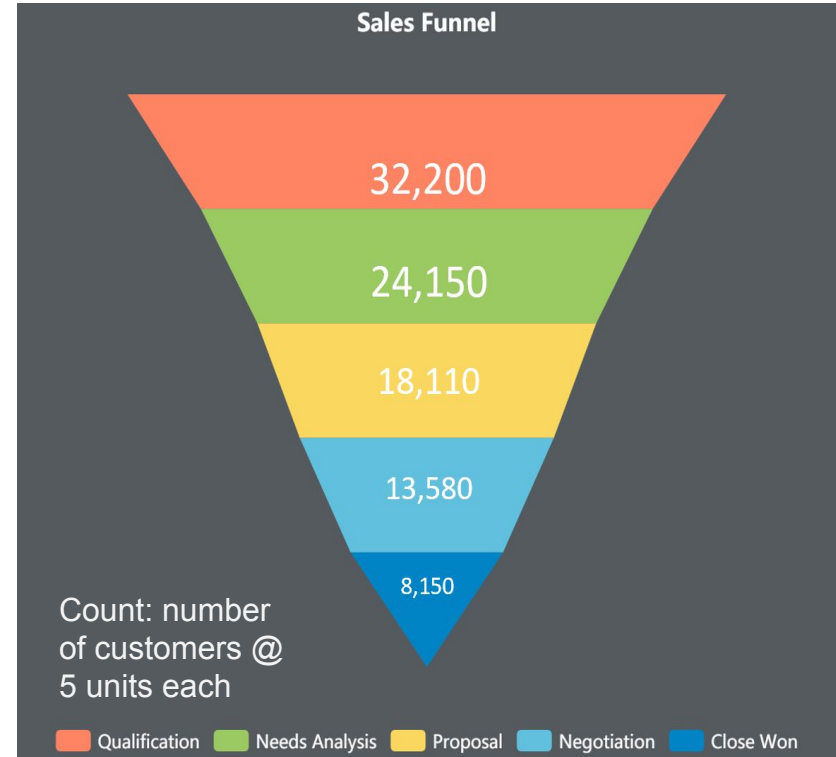
Total leads: 32,200

Leads per year: 400 /person

Account per sales people:100/person

Sales people: 16

Need a CRM to manage the complicated B2B business

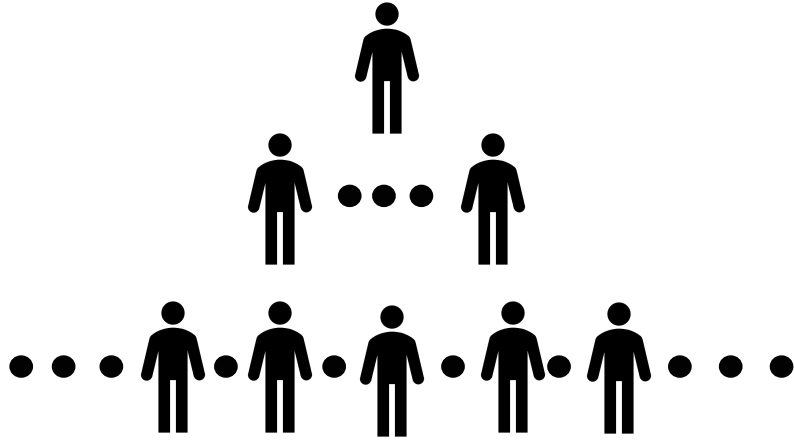


# CRM System Recommendation



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*insightly*

## Evaluation Process of CRM :

- More reliable data and Dashboard
- More visibility over leads and pipeline
- Efficiency
- Less guesswork
- Moderate Pricing(\$29 per month/person)

## Focus On:

- Task
- Organization & Lead
- Opportunity
- Dashboard



# Great Products with Great Goals!



Ambitious goal to get \$285M market share in 5 years



3 new target industries with 80K+ potential customers



Safety may not be what customers prioritize



There are not many direct competitors



Take advantages of EXPOs to get more exposure



Use CRM system to manage customers and salespeople



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MASTER OF SCIENCE IN  
**MARKETING  
INTELLIGENCE**

R<sup>3</sup> printing™

Thank You