

# Market analysis:

## 1. Goals:

Focusing on getting people to understand that nature can be appreciated from different perspectives, gardening and visual effects. Let people feel more about art and nature. Different posters and the style of expression may also bring back some memories, such as happy or sad.....

## 2. Marketing research:

In my research in Auckland museum, some natural posters are cheap, as those paper they use is Eco paper, people can only draw a limited space on the paper, prices range from 14.99-30.99, A2 size. In addition, on Pinterest, I searched for smaller posters that were also personal works, digital art, photoshop. The prices range from \$5-\$25, but professional designers will be more expensive.

## 3. Client:

Residents near Point Chevalier and Coyle park.

## 4. Channel:

First, as a designated natural poster (some posters are about Coyle Park), I might communicate with the Pt Chevalier librarians to discuss the furnishings of my works in the library and if it is being charged, I will pay for them or consider raising poster prices.

In addition, I will find the Pt Chevalier community administrator or who is responsible for the Coyle Park infrastructure, and I will communicate with them and discuss the possibilities of poster furnishings at Coyle Park.

## 5. Price:

\$18.99 NZD (First 10 pages, 11.99 NZD each)

Improve the quality

### Financial Perspective:

Enhance Workforce Value

Product Upgrade

Improve Cost Structure

### Customer Perspective:

Excellent Quality

Service/Delivery

Feedback

Attraction

Partnershiup

Acceptability

### Internal Perspective:

Workforce

Client

Cost

- Digital art
- Reserach
- Analyze
- Development
- Selection

- Satisfaction
- Service
- Requirement
- Acquisition

- Price
- Receptivity

### Learning Perspective:

In design

Photoshop

Print

Photography

Poster

Quality