



ENTREPRENEURS

Mattress Industry Analysis *Sample Services*

- **Industry Statistics; Behaviors**

In planning a product launch, we need informed projections for mattress industry units and dollars for the next five years, and market projections by mattress construction, size, price and distribution channel.

- **Retailer Insights**

We want to understand the mattress industry better before moving ahead with a new product. What do retailers respond to, how do they evaluate suppliers and products, and what drives their buying decisions?

- **Licensing**

We're looking to license our new product to an established mattress manufacturer with good distribution. Who should we target and why? How do we approach them and what should we expect?

Marketing/Advertising Strategy *Sample Services*

- **Marketing, Branding**

Can you help us with a brand name and identity for a new bed concept? We also need ideas for a trade ad campaign that will enable us to hit the ground running.

We're strong in engineering and design, but don't have a lot of marketing expertise in the mattress industry. Can you help us develop a marketing strategy for our new product?

- **Merchandising**

We're a small manufacturer launching a new sleep specialty line. We want to be competitive but profitable and need help with our pricing and merchandising strategies.

- **Distribution**

We need a distribution strategy for a new mattress line that maximizes our market opportunities.

New Product Viability *Sample Services*

- **Design**

Can you provide a confidential assessment of a mattress concept we've developed? Before building a prototype, we need an objective opinion of its design and potential.

- **Investors; Industry Partnerships**

Can you recommend or refer me to potential investors for my mattress project? What about sources for specific components, prototype development or manufacturing?

- **Marketing**

What product features and benefits are most meaningful to today's mattress consumer? We're looking at sales and distribution scenarios for our new product, including direct consumer sales.

We need strategic guidance on pricing, sales and distribution of a new bed design.

News Coverage/PR *Sample Services*

- **Editorial Exposure**

It would help us a lot to get some news coverage for our new mattress product in the industry trade papers. Do you provide PR strategies or services?

- **Trade Advertising**

We'd like to reach potential retail customers with full-page trade ads that generate excitement about our new product. We're unfamiliar with the mattress industry press and need some guidance.

Can you develop trade advertising ideas and concepts for us?

Product Development/Design *Sample Services*

- **Troubleshooting**

My company has completed a working prototype for a mattress concept we believe has good potential. Can you review the prototype and trouble-shoot our design?

We've run into unexpected challenges in designing our new product. Can you provide insights or alternatives?

For more information, contact Lilly Management Group: 800.409.0976 or 630.377.2424

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