

## **MANUFACTURER OF OUTDOOR LIVING PRODUCTS**

### **Challenge:**

The client is an international company that manufactures outdoor living products and was exploring the idea of expanding their outdoor living product to the State of Florida (a United States territory located on the Southeastern Atlantic Ocean coastal line of the North American continent). While there currently exists outdoor living product providers throughout the state of Florida, the U.S. census has the state of Florida as one of the nation's leaders in home construction and renovation; supporting the notion that there is market space for an additional outdoor living product provider. The client was seeking secondary market research to gauge the viability of their outdoor living product (pergola) in the state of Florida.

### **Solution:**

Secondary market research approaches were used for descriptive analysis.

### **Results:**

- The manufacturing demand is not keeping pace with the supply demand. At the time of this research, there exist three (3) custom pergola manufacturer in the state of Florida to service the annual custom pergola demand of approximately 328–840.
- The state of Florida currently has 260 licensed landscape architects and 9,871 licensed architects. The research findings indicated that 63.6% of landscape architects/architects in the state of Florida who stated they used custom pergolas in their landscape design have done an average of 1–5 pergolas annually and 28.6% stated to have done an average of 6–10 custom pergolas annually.
- At the time of this research, the pergola product gross revenue value in the state of Florida is approximately \$2.7M; with a projected 7.6% annual growth rate. This gross revenue is projected to be \$3.8M in 5 years, \$5.5M in 10 years and \$11.8M in 20 years.
- Annually, 328 to 840 custom pergolas are included in landscape plans in the state of Florida; with over 50% being purchased by landscape architects/architects at an average price point range of \$20,000-\$25,000.

### **Conclusion:**

The business has since established a showroom and production facility in the State of Florida.