

Nectar Audio Business Report

Auto-filled private A4 report · all information available to this company after the quarter

ENDING CASH	QUARTER PROFIT	REVENUE	MARKET SHARE
\$1,376,463.20	\$868,963.20	\$1,376,451.50	27.37%
UNITS SOLD	RETAIL PRICE	AWARENESS	SATISFACTION
12,556	\$130.00	29.7/100	63.8/100

Market Position & Brand Image

Retail price	\$130.00	Target segment	Students
Marketing message	Built to Last	Overall market share	27.37%
Revenue / unit	\$109.62	Target-segment share	49.92%
Awareness	29.7/100	Reputation	57.5/100
Satisfaction	63.8/100		

Advanced Brand Image detail

Review rating	4.00/5	Word of mouth	1.020x
Brand influence	+0.0%		

Financial Performance

Starting cash	\$507,500.00	Revenue	\$1,376,451.50
Manufacturing	\$499,988.30	Product development	\$0.00
Advertising	\$7,500.00	Quality control	\$0.00
Research	\$0.00	Factory upgrade	\$0.00
Total expenses	\$507,488.30	Quarterly profit	\$868,963.20
Ending cash	\$1,376,463.20		

Submitted Decision - Auto-filled

Decision	Actual	Decision	Actual
Advertising	\$7,500.00	Manufacturing	\$500,000.00
Quality control	\$0.00	Factory upgrade	\$0.00
DTC / Wholesale	75% / 25%	Research	None
Competitor target	None	Campaign fatigue	1.000x
Current product	Astra	Future-product R&D	\$0.00
Product launch	\$0.00		

Product Strategy

Current product	Astra	Quarter R&D	\$0.00
Project status	Product I fixed for all four quarters	Launch cost	\$0.00
Feature	Current Level	Next Target	Change at Launch
Sound Quality	3.10	-	-
Battery Life	2.90	-	-
Comfort	3.00	-	-
ANC	1.90	-	-
Microphone Quality	1.80	-	-
Durability	2.70	-	-
Design	3.60	-	-

Manufacturing & Quality

Factory level	1	Efficient capacity	18,000
Unit cost	\$39.03	Gross production	12,812
Factory utilization	71.18%	Planned utilization	71.18%
Factory strain multiplier	1.000x	Overcapacity defect penalty	0.00 pts
Defect rate	2.00%	Defective units	256
New sellable units	12,556	Opening inventory	0
Total available	12,556	Units sold	12,556
Carried stock sold	0	Inventory markdown loss	\$0.00
Ending inventory	0	Inventory capacity	6,000
Inventory written off	0	QC reduction	0.00 pts

Segment-by-Segment Performance

Segment	Your sales	Segment share	Marketing effect
Students	4,241	49.92%	0.943x
Professionals	1,520	25.55%	0.750x
Casual Consumers	2,257	35.89%	0.750x
Fitness Users	2,114	24.58%	0.750x
Tech Enthusiasts	2,424	14.65%	0.750x

Customer Experience & Channels

Product experience	92.0/100	Value for money	58.2/100
Production quality	90.0/100	Marketing credibility	68.6/100
Quarter satisfaction	75.1/100	DTC / Wholesale	75% / 25%
Aged-stock satisfaction penalty	-0.0 pts	Avg. age of carried stock sold	0.0 qtrs

Customer reviews: The product stands out for its design. · Its microphone quality is less competitive than the rest of the package. · Customers are very satisfied with the overall ownership experience and value.

Market Context & Learning

Market-wide outcomes, break-even analysis, history, and purchased research.

Public Market Context

POTENTIAL CUSTOMERS		MARKET UNITS SOLD		CONVERSION		NO PURCHASE		SUPPLY SHORTFALL	
84,000		45,882		54.62%		25,812		12,306	
Rank	Company	Price		Units		Share		Rating	
1	Nectar Audio	\$130.00		12,556		27.37%		4.00/5	
2	Vanta Sound	\$119.00		8,997		19.61%		4.07/5	
3	Orion Audio	\$148.00		7,619		16.61%		3.86/5	
4	Forge Acoustics	\$212.00		6,188		13.49%		3.60/5	
5	Ember Labs	\$243.00		5,923		12.91%		3.60/5	
6	Atlas Sound	\$279.00		4,599		10.02%		3.75/5	

Break-even Analysis

Revenue / unit	\$109.62	Unit cost	\$39.03
Contribution / unit	\$70.60	Approx. break-even	106 units

Decision Analysis

- You sold almost all sellable inventory. Demand was strong relative to supply, so production capacity may have limited additional sales.
- The quarter was profitable, meaning revenue covered manufacturing and the other commitments made this round.
- Production quality was strong, so relatively little manufacturing output was lost to defects.
- Your market share is substantial. Defending that position may require balancing margin, continued product fit, and enough supply to serve demand.

Strategy History

Q	Price	Target	Sales	Self-through	Profit	Share	Sat.	Rating
Q1	\$130.00	Students	12,556	100.00%	\$868,963.20	27.37%	63.8	4.00