

# Challenging Challenges

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# Outline

- Market Barriers
- Retail Marketplace
- Construction (new and professional retro-fit)



# Barriers/Challenges

## CFLs

- Product Price
- Complexity
- Negative perceptions
- Disposal/mercury
- Program Design
- Business risks and uncertainties

## Fixtures

- Lack of awareness
- Product availability & Price
- Complexity
- Negative perceptions
- Disposal/mercury
- Program Design
- Business risks and uncertainties



# Overcoming barriers in the Retail Marketplace



# General Solutions

Complexity, Perceptions, Disposal, Program Design, Business risks and uncertainty

## Utilities

- Link into market promotions
- Increase education efforts
- Coordinate with neighbors
- Continue promotion development
- Allow some flexibility
- Stop taking ownership of product

## Retailers and Manufacturers

- Utilize education assistance
- Develop Promotions and Programs
- Market Promotions and Programs
- Allow regional flexibility where you can



# CFL Pricin

Wattage	Price	Package qty	Per unit price	Cost of Light	Retail type
60	\$1.49	4	\$ 0.37	\$ 0.0004	DIY
14	\$9.99	6	\$ 1.67	\$ 0.0002	DIY
14	\$3.99	1	\$ 3.99	\$ 0.0004	DIY
60	\$2.25	4	\$ 0.56	\$ 0.0006	Hardware
14	\$6.49	1	\$ 6.49	\$ 0.0006	Hardware



# Overcoming barriers in Construction



# Fixtures-Pricing and Availability

- Program Design and implementation
  - Do the market research
  - Bulk of competing sales are not retail (most important point)
  - Fixtures are not CFLs
- Follow some simple dos and don'ts





# Market Research

- Who is selling the product today?
  - Distribution
  - Lighting Specialty (showrooms)
  - Designers
- What are they selling?
  - Service, expertise, relationship
  - Product



# Success or Failure

- **Don't**

- Assume market is retail
- Distribute price lists
- Send contractors elsewhere on price
- Tell them about style, decorative, etc. (stick to ENERGY STAR)

- **Do**

- Provide technical expertise (ENERGY STAR)
- Meet face to face (not an group)
- Engage them for market knowledge and networking
- Use your relationships to them get product



# Logistics

Presentation can be found on [www.fluidms.com](http://www.fluidms.com)

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