



Presents:

SuperSonic Edge

Arizona State University

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Executive Summary

The SuperSonic Edge is a cordless, vacuum hair trimmer that features Dyson's famous 'powerful, lightweight, and convenient' technology in the palm of your hand. Current hair trimmers on the market are heavy, corded, and most do not feature an internal vacuum system.

We conducted market research to establish a concept test where we learned that 72% of individuals surveyed found the product favorable. We used the opportunity of the survey to establish the most appealing features associated with the vacuum hair trimmer. In the survey, questions were answered in an unprompted manor to gauge the most useful features and relevant features of a vacuum trimmer. The major features outlined in our survey results were: effectiveness of vacuum, lightweight, cordless, battery life, and sustainable methods.

To ensure our product launch is successful, we plan to target the market the Dyson SuperSonic was most favorable, males between the ages of 28 and 57. By placing Dyson's NEW SuperSonic Edge in Target, Walmart, Best Buy, as well as Ulta and Sally's Beauty Supply Stores and online retailers.

By using a skim pricing strategy according to Dyson's historical product launches, we will charge MSRP for Dyson's SuperSonic Edge at \$199.99 with a 23% profit margin as we estimate the total costs of the product unit at being around \$141.

Our marketing and promotion plan will consist of an intelligent and creative video ad to be presented on social media channels such as Instagram, Facebook as well as Youtube to provoke emotion and drive for the product itself.

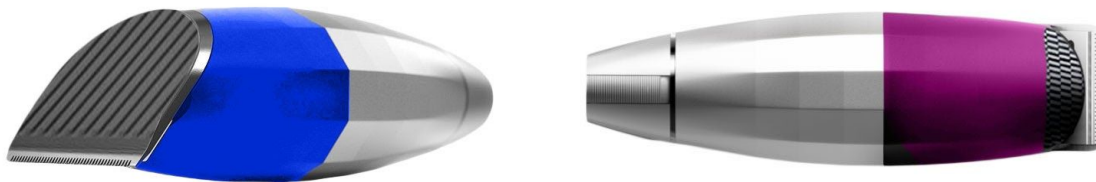
According to our calculations, we need to sell 352,387 units sold of the product to classify the SuperSonic Edge, a successful product launch.

Product Introduction

Men and women all over the world have been subjected to the unsanitary practices that come along with haircuts. Currently in salons and at home, hair trimmers cause tiny hairs to be projected up to five feet from the set of clippers being used for the hair cut. Along with the discomfort of having to sweep the floor, wipe the counters, the client who is receiving the haircut is subjected to the tiny hairs being stuck to their clothes, skin, and face leaving them itchy and uncomfortable, that all ends with Dyson's NEW SuperSonic Edge.

Product Description

The SuperSonic Edge is a cordless, vacuum hair trimmer that features Dyson's famous 'powerful, lightweight, and convenient' technology in the palm of your hand. According to Chloe Sorvino in an article she wrote for Forbes "[o]f the many products Dyson has developed, it is best known for creating the first bagless vacuum cleaner..., and his company still gets 70% of its sales from vacuum cleaners, many of which are now lightweight, handheld and battery-operated" (Sorvino, 2016). The Dyson SuperSonic Edge is a new product in the Dyson line, using Dyson's cutting edge technology that features a dual core internal vacuum system, an internal hair collection system, and a sleek and lightweight design.



Current hair trimmers on the market are heavy, corded, and most do not feature an internal vacuum system. Consider Wahl's Professional Vacuum Clipper #8566, "it features a V9000 electromagnetic motor, the brand's most powerful" motor (Jamison 2019). This model is a corded machine that features a vacuum attachment option that will allow the end consumer to attach a vacuum hose to the bottom of the machine, however, it is relatively large coming in at "1.3 lbs [and has a] bulkier body that measures 6.5 inches" (Jamison 2019). The Wahl vacuum clipper set retails for \$90 on Amazon. A chart was put together by Hazel Lake in Hair World Magazine that helps understand the vacuum hair clippers currently in the market and some of the features associated with each model. To view this chart, please see Appendix B.

Features

After conducting market research, our survey results were able to identify what aspects of a vacuum trimmer consumers in our survey found most appealing. For more information regarding our market research please continue to *Concept Test and Market Research*. We used

the questions “What did you like MOST about this product?” and “What did you like LEAST about this product?” to identify these aspects. In the survey these questions were answered in an unprompted manor to gauge the most useful features and relevant features of a vacuum trimmer. The major features outlined in our survey results are as follows: effectiveness of vacuum, lightweight, cordless, battery life and sustainable methods.

Effectiveness of Vacuum

The power of the vacuum is one of the features that came up the most in our survey. Consumers are most concerned about the effectiveness of the vacuum used in the trimmer as this is one of the main things that separates Dyson’s NEW SuperSonic Edge from its competitors. James Dyson uses “7,500 global patents, according to IFI Claims Patent Services” to protect its innovative technology including its iconic powerful bagless suction power used in all of Dyson’s vacuums (Sorvino 2016).

Cordless

In true Dyson fashion, the NEW SuperSonic Edge will feature a cordless design. To ensure the machine is easy to use and can be used in various locations, we designed the Edge to be cordless. By using Dyson’s patent protected motor system, the Edge will provide powerful suction with a cordless design.

Lightweight and Battery Life

Sir James Dyson is well known for his innovation in the life stages of his products and his company. Most consumers want a product that has a longer battery life but they also want the product to be lightweight. According to Chloe Sorvino in an article written in Forbes magazine, Chloe says “[i]n his [(Sir James Dyson’s)] view the current rechargeable lithium-ion batteries that power most of the world's gadgets (including his own) don't hold a charge long enough and need to be safer. Rather than incrementally improve existing li-ion technology Dyson is forging a new path: experimenting with solid-state li-ion batteries that use ceramics.” (Sorvino 2017). To create a safer, longer lasting battery, Dyson’s NEW SuperSonic Edge vacuum hair clipper will be produced with James Dyson’s innovative ceramic li-ion battery.

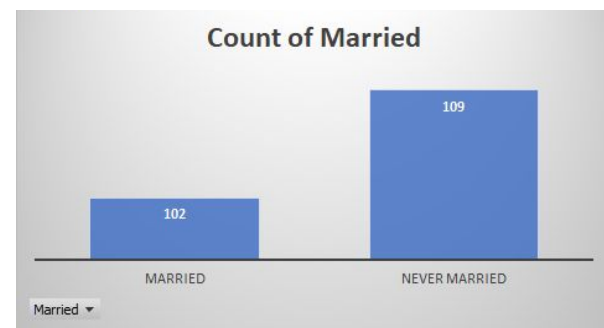
Our top competitor brands, Remington, Phillips and Wahl, have vacuum hair trimmers that weigh up to 2.7 pounds! The Dyson SuperSonic Edge is the lightest vacuum hair trimmer on the market at only 0.8 pounds. Dyson’s ability to use cutting edge materials that provide an easy to hold handle, lightweight vacuum trimmer is what really allows this product to outperform its competitors.

Sustainable Methods

With a focus on lean engineering and responsible sourcing, Dyson’s corporate social responsibility helps guide the production of materials, and future technologies of Dyson. It is aided by socially responsible consumers who are demanding companies and products be made and sold with eco friendly materials. Dyson’s focus on sustainable methods are growing loyal lifelong customers with each machine.

Concept Test and Market Research

This leads us to our next steps in producing a new product, performing a concept test and collecting market research. For this research we used a software program called Qualtrics and created a survey (see *Appendix A* for survey used in our market research and concept test). For our survey, we aspired to collect 300 respondents. Our survey went live on November 12, 2019 and closed on December 2, 2019. Our research concluded with 212 respondents primarily from Arizona but we did register respondents from all across the United States.

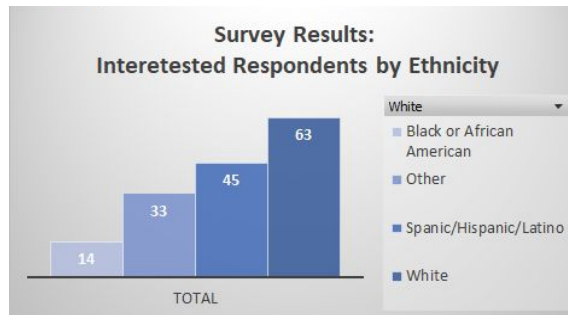
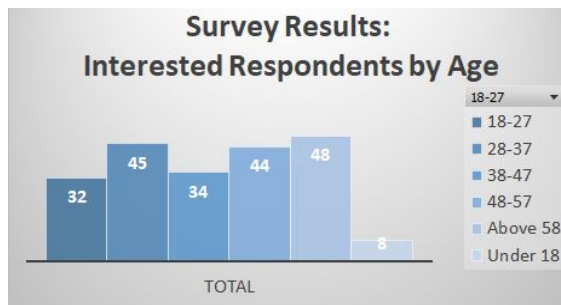
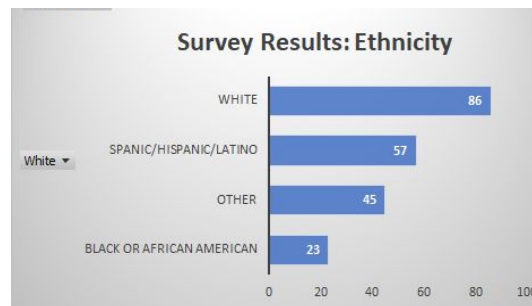
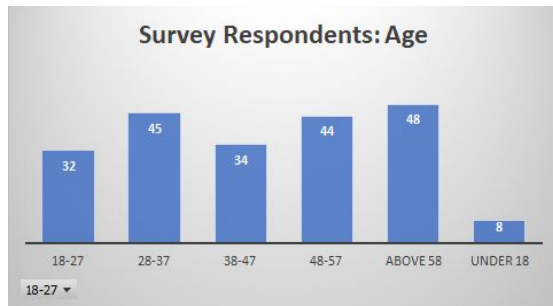


During our concept test, the Dyson SuperSonic Edge was found favorable among 72% of respondents (Qualtrics Survey). Potential consumers saying things like, “I would love a product like this for my boyfriend,” (Tempe woman, 23 years old) and “I’ve used these before but the ones I’ve tried are terrible. They do not get all the hair and it’s super heavy. I would love to try a vacuum trimmer made by Dyson” (Phoenix man, 27 years old). We found a potential market for Dyson’s SuperSonic Edge in both men and women, men who are looking for a user friendly, clean way to trim their own hair and beard, as well as women who would be interested in purchasing the SuperSonic Edge for their significant other or close family member.

In our survey results, we found an overwhelming majority of respondents were in favor of the product, but we needed to break down what age group, demographic, and gender was the most favorable as per our survey results.

Target Market

During our market research survey, we found that there were multiple potential targets for Dyson’s NEW SuperSonic Edge; the most interested in the product being consumers between the ages of 28 and 57.



We were able to focus our target market into three separate categories: Men purchasing the SuperSonic Edge for themselves, Women purchasing the SuperSonic Edge for a loved one, professionals purchasing the SuperSonic Edge.

Male Consumers 28-57

Males of many ages can benefit from this product. They are more likely to keep their hair shorter than their female counterparts and are significantly more likely to grow facial hair. Males will be able to find multiple benefits in using this product. Keeping in line with our survey results, males between the ages of 28 and 57 were more interested in this product. We believe this market would also be more likely to have steady jobs that would allow them to afford the higher quality and innovative technology our product offers. This is also reflective of our survey data that showed that the majority of our respondents who were interested were in their late 20's and older. We estimate that average income for these individuals will be around \$100,000 or greater a year since this has the Dyson named attached to it.



"I need a hair trimmer that doesn't leave a mess for me to clean"

AGE: 35

GENDER: Male

LOCATION: Tempe, AZ

OCCUPATION: Project Manager

INCOME: \$100,000

Scruffy Sam

BIO:

Sam is a business professional. His office has a strict standard of grooming that requires him to keep his hair short and his face clean shaven. He shaves everyday and so he needs a product that works quickly and doesn't leave a mess for him to clean up. He really doesn't want his wife to yell at him again.

GOALS:

- Maintain grooming
- Eliminate the mess
- Make his wife happy

FRUSTRATIONS

- Hair trimmings get everywhere including on himself.
- Messy sink

Most men shave every single day so Dyson's SuperSonic Edge's quick and mess free design will be of great value to them. With other products they have to clean out the razor which gets hair all over the sink and themselves. Plus if they happen to cut their hair, it ends up on their neck and shoulders as well which is both a discomfort and a nuisance. Because of this, we think this is a huge and viable market to sell this product in. Our product is better than the competition and it is going to create a ton of buzz among consumers.

Female Consumers

This product will also appeal to women who buy the product for their boyfriend/fiancé/husband because they hate the mess the hair trimmings leave. Similar to our male target market, these women will be in the 25-45 range. We want to target wealthier women, either because of their significant other's income or their own. These are busy women who come into the bathroom to prepare for their day only to encounter their significant other's beard or hair trimmings. They think it is unsanitary and gross. Maybe it even makes them slightly ill.



"I'm SO tired of finding my husband's hair in my sink"

Felicity Park

BIO:

Felicity is a business professional in the banking industry. At the end of a long day she likes to come home to a clean house. In fact, she's a bit of a clean freak. She likes sleek, Unfortunately her husband Scruffy Sam has other plans and continues to leave his beard trimmings all over the bathroom sink.

GOALS:

- Find the perfect gift for her husband
- Eliminate the mess

FRUSTRATIONS

- Other products on the market don't collect all the hair
- Messy bathroom

AGE: 33

GENDER: Female

LOCATION: Tempe, AZ

OCCUPATION: Financial Analyst

INCOME: \$100,000

Professionals

Another major target for our product are professional cosmetologists and barbers. These consumers have a primarily male clientele and specialize in short hair styles. Because of this, they are likely to benefit from Dyson's NEW SuperSonic Edge. These people spend all day every day serving clients. They are busy. They simply do not have the time to spend cleaning up after every client. These individuals make a modest salary of around 29,000 before tips. By creating a more pleasurable experience for their clients, as well as, providing a faster clean up between clients, the SuperSonic Edge can create monetary value for professionals. More clients in a day means more tip money to use towards paying bills.



"I just don't have the time to clean up between every client"

AGE: 40

GENDER: Male

LOCATION: Tempe, AZ

OCCUPATION: Barber

INCOME: \$29,000

Barber Ben

BIO:

Ben works in a barber shop. He is on his feet all day working with clients. A lot of his money is made on tips so he needs to keep his clients happy. He lives a modest life and needs to be sure the benefit of using a tool outweighs the cost. He's been wanting to change things up for a while.

GOALS:

- Get through as many clients as possible
- Increase tips
- Keep work space clean

FRUSTRATIONS

- Hair trimmings all over his workspace
- Too many clients, not enough time

Distribution Channels

Our distributors and partners carry a lot of power and weight in our marketing plan, as they determine the visibility of a product in-store as well as online. The distribution channel is what brings the product from its manufacturing location to our targeted consumer for consumption. Without using the correct distributors, our product would not be able to reach our targeted consumer, thus resulting in the failure of the product.

To get Dyson's NEW SuperSonic Edge to male consumers we need to identify where they purchase their hair trimmers and razors as well as where females shop to purchase items for their significant others. We also need to evaluate where professionals go to learn about new products.

According to Grand View Research, Inc. the market for electric hair clippers and trimmers is expected to reach 6.3 billion USD by 2025 (Grand View Research, 2019). The trend in men having more facial hair is expected to help the market due to more men requiring maintenance grooming, where a traditional razor would be insufficient. Our distributors should be focused on where men are buying their current razors and hair trimmers, as to persuade them to try the Dyson SuperSonic Edge. This is noted in our market research as we found males between the ages of 28 and 57 are most likely not new to receiving haircuts, or trimming their facial hair.

The success of Dyson's NEW SuperSonic Edge is dependent on the distribution channel. According to a study conducted by Mintel, in today's market, 85% of shoppers buy razors at brick and mortar stores and 56% of consumers are interested in sustainable products that come from sustainable materials (Mintel, 2018). Stores like Target, Walmart, and Best Buy are top distributors of razors and electric shavers. These retailers have continued to thrive despite the gradual shift from brick-and-mortar stores to online retailing because of their continued sustainable efforts. With Dyson's innovative technology and sustainable practices, they are the right fit for our company to introduce Dyson's NEW SuperSonic Edge to the market.

Best Buy

Best Buy saw continued growth in the last two years. Their third quarter resulted in a 4.0% increase in operating income this year, compared to a 3.4% increase in the third quarter of 2019. Their domestic comparable sales grew 2.0% in the last quarter, while their online sales increased 15.0%. Both of these numbers are beneficial to our retailing experience and makes Best Buy a strong distributor for the Dyson brand.

Best Buy has also worked considerably on its sustainable practices in the last few years. They have made their gift cards 100% paper, making them recyclable in any recycling bin. "This year we will have saved more than 70 tons of plastic from landfill" (corporate.bestbuy.com). This number is three times the plastic the company saved last year. Additionally, the company has been named to Fortune's Change the World List.

Walmart

Walmart's comparable sales grew 3.2% this past quarter, with even stronger online sales increases of 41% (corporate.walmart.com). The company as a whole saw a revenue increase of \$3.1 billion, or 2.5% (corporate.walmart.com). These numbers are promising and the company expects to see their numbers increase in the final quarter with the holidays fast-approaching.

Walmart's sustainability practices have been of great significance, with the introduction of over 120 car charging stations at their stores nationwide and will have greater expansion going forward (corporate.walmart.com). In February of 2019, Walmart also introduced their new plastic packaging waste reduction commitments, focused on Walmart's private brand packaging, and affected over 30,000 SKUs (corporate.walmart.com). The company strives to meet its goal of 100% recyclable, reusable, or industrially compostable packaging for its private brand packaging by 2025 (corporate.walmart.com). These sustainable practices and effective reduction measures are a large part of why Dyson plans to partner with this retailer.

Target

We believe Target is a great company to use as a distributor because it has stores all over the country. Another factor in our decision to work with this distributor is their continued economic growth despite the gradual decline of shopping in-store through brick-and-mortar companies. Target's Q3 Earnings Report for 2019 showed that the company actually experienced

a 3.1% growth in comparable traffic within the store (corporate.target.com). Additionally, the company's third quarter sales "grew 4.5%, on top of 5.1% last year, meaning that comparable sales have risen nearly 10% over the last two years" (corporate.target.com). Target's operating income grew 22.3% in the last year as well. This report shows that Target is not only meeting standards, but growing as a corporation and can expect to see continued growth as time continues.

Target has made considerable sustainable measures over recent years, catering to the eco-friendly trend of the market. For example, Target has offered a recycling program within their stores since 2010. Their clearly marked bins offer the public an easy way to recycle "cans, glass, plastic bottles, plastic bags, MP3 players, ink cartridges and cell phones right in their local store" (corporate.target.com). Target touches on how they are choosing sustainable products in their stores, like their own Method brand soaps, and Seventh Generation cleaning supplies; because of these practices, Target is a great option for Dyson to introduce this new product to the market.

Ulta and Sally's Beauty Supply

Additionally, adding our product in stores like Ulta and Sally's Beauty Supply would serve the female market, specifically women shopping for their boyfriends, or salon professionals. Dyson products are currently offered in many of these stores. The Dyson hairdryer is not currently offered at Target, or Walmart, however given the demand for electric shavers and expected growth, it would be smart for Dyson to begin offering their hair care products in stores like this.

Online Distribution Channel Strategy

Our online presence will mimic our in-store presence as well. Dyson products are currently offered online through the dyson.com website, as well as retailers like Target, Ulta Beauty, Walmart and Best Buy. Given that Dyson offers their products online and in-store through these retailers already, the cost for entry into these retailers is minimal. By offering the Dyson SuperSonic Edge at the same price online and in-store through many retailers, our market penetration will lead to the success of our product.

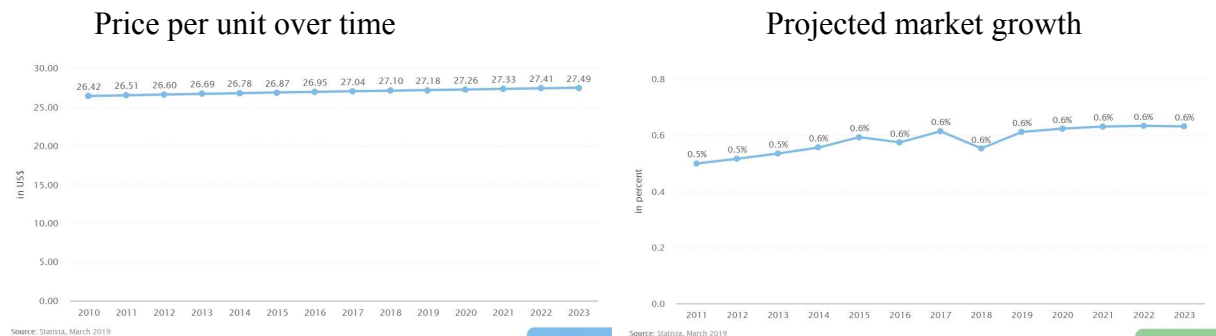
Keeping our distributors happy is a key part of the success of a product, as we have learned in class, by offering our products to retailers for once price, and undercutting them by selling it for a different, cheaper price on our own website, we could greatly upset our distributors and lose our shelf space within our offline retailers.

Pricing

Due to the emergence of Dyson's SuperSonic Edge, we are following a skim pricing strategy. A skim pricing strategy is based on setting prices high to maximize revenue on a high end market. Dyson is not new to a skim pricing strategy, and according to Inder Sidhu, a

contributor for the Huffington Post, “Dyson... defied conventional wisdom and entered the U.S. market with products that were 2-3 times more expensive than traditional units” (Sidhu, 2017).

The current market for hair clippers in the U.S. returned \$654.4 million in revenue in 2019 with a continuous and expected growth rate of 0.6% annually through 2025. This indicates a steady projected incline in clipper sales over the next few years and suggests that the current demand for hair clippers in the U.S. will not fluctuate drastically in upcoming years. In 2019, 24.08 million pieces were sold at an average price of \$27.18 per unit (Statista, 2019).



Currently, there are very few models on the market that offer a lightweight, cordless hair clipper with a functioning vacuum attached. Such models like the Philips Norelco, Wahl, and Remington offer similar features as the Dyson SuperSonic Edge, but have underperformed according to online reviews. On Amazon, Remington’s Cordless Vacuum hair clipper is priced at \$59.99; the Philips Norelco Vacuum Beard Trimmer is priced at \$54.95; and the Wahl Vacuum Trimmer is priced at \$68.30. Although these models are all similar in price and priced on the higher end of electric hair clippers, the online reviews indicate the quality of the product does not match what was purchased. Many reviews complain about poor suction from the clipper, fragile plastic parts, difficulty interchanging blades, and low battery life. Other professional models discussed previously in this analysis show prices for professional grade vacuum clippers ranging \$90-100, and these products feature a cord, are bulky, and weigh 2 lbs.

Dyson’s SuperSonic Edge will be of professional salon quality and feature Dyson’s powerful suction, lightweight features, and cutting-edge technology. The ceramic ion battery will allow for a 4 hour battery life and weigh only 0.8 pounds, making it the lightest hand-held internal vacuum hair trimmer on the market. Dyson will retail the SuperSonic Edge at \$199.99 MSRP. Each Edge will come with Dyson’s famous 2-year parts and labor warranty and come with standard Dyson customer service options that include a free health check and customer education where a Dyson liaison can help consumers learn more about how to get the most out of their product.

Channel Economics

Due to rising disposable income and increasing consumer confidence, more and more people are choosing to visit beauty salons for haircuts. In the years 2020-2025, it is expected that the economy will continue to strengthen and remain close to full employment, with expected

disposable income to grow an average of 1.9% each year (IBIS World, 2019). These numbers indicate that more and more people have the money and time to seek out service to have their beard or hair trimmed by a professional stylist. In addition, facial hair is a trending look for men in the U.S., which means more men are spending money on grooming services and products. Hair clippers are also a more sustainable choice for consumers and trends in living more sustainable lifestyles have caused environmentally-conscious consumers to gravitate towards reusable devices (Grand View Research, 2019).

The Dyson SuperSonic Edge crosses between two different industries: small household appliances and hand tools and cutlery. Previously, Dyson has focused primarily on producing products related to household appliances, such as vacuums, fans, air purifiers, lighting systems and blow dryers, but now will be stepping foot into a new industry with new opportunities for additional channel distribution. Blades that must be produced to form the hair clipper mean sourcing from iron, metal, and steel suppliers. Hair clippers will then be supplied to grocery stores and supermarkets; consumer electronic stores; select online distributors; and department stores.

Expected Margins

In 2018, more than 87.3% of all hair clippers sales occurred in offline stores. This is due primarily to product visibility, consumers' desire to experience a product before purchase, and ability to speak with a knowledgeable salesperson. However, this does not mean online purchases are obsolete. In fact, online sales of hair clippers are expected to grow 4.1% from 2019 to 2025 (Grand View Research, 2019).

Due to this information, 85% of all Dyson Edge products in year 1 will be available in store through channel partners Target, Walmart, Best Buy, and Ulta and the remainder sold on the channel partner online stores as well as Amazon and Dyson's online store.

Based off of these estimations, we expect to provide each channel partner with a 15% margin of items sold. If all expected 500,000 items are sold, this will result in a total of \$13,499,325 of total revenue going towards distribution partners.

Marketing Promotion: #whatsyouredge

The marketing campaign for Dyson's NEW SuperSonic Edge will primarily target males between the ages of 28 and 57 as previously identified. We plan to use a social media campaign called #whatsyouredge. The what's your edge campaign will feature three men of different ethnicities in a micro moment ad that will run on social media platforms such as Instagram, Facebook, and YouTube for users that register an age profile that falls within our target market.

The micro moment ad will begin with a completely black picture, a standard alarm tone will go off on a smart phone where you see it is 4:45am on Monday morning. Next it will feature the male getting out of bed sluggishly where he will make his way to the bathroom making eye contact with himself in the mirror and he will notice his hair is suffering from extreme bed-head

and a lack of haircut. He will run his hands through his hair quickly and look at the counter to see a standard hair trimmer, he will have a quick, silent black and white flashback showing a time before when the man cut his own hair. He sees his bathroom sink covered in hair and an argument with a woman regarding the hair left all over the sink. In the next shot, he goes to the gym and his friends are laughing at him for cutting his own hair. He shakes his head in disappointment as if to understand he didn't want to go through all of the headache but still stares at his image in the mirror clearly displeased with how his hair looks. A voice over comes over the commercial saying, "get your edge back with Dyson's NEW SuperSonic Edge, an internal vacuum hair trimmer featuring Dyson's lightweight, cordless, and convenient technology. All of the edge, none of the mess." The ad will then pan to a man that has a clearly manicured beard and a tight fade standing in a suit and tie in a boardroom setting delivering what is assumed to be some sort of pitch and the professionals are smiling and nodding their heads at the man's assumed boardroom pitch.

This advertisement will feature the STEPPS social currency, triggers, emotion, public, practical value, and stories. Each of the components of the marketing campaign will aid in a successful product launch that will allow Dyson's NEW SuperSonic Edge to gain awareness and buzz marketing that will obtain traction in the consumer market.

Social Currency

Being that Dyson positions itself to a higher class of people, social currency will be a major aspect of our marketing plan. Being able to afford the latest technologies, and use the newest products makes consumers feel like they are of a higher class than others. In our advertisement, the man is noted for delivering a professional appearing presentation complete with a fresh haircut and well manicured beard. Social currency really gains traction when a consumer can flex their purchase to their friends, coworkers, and family. This is one reason why we decided to put the ad on social media. We can include a discount code for referring to customers who will share and comment on the post as well as offer specialized travel cases for influencers who decide to share their experiences with others on social media.

According to the nature of products, Dyson has gone an extra step in ensuring that their customers are provided with the best of the best. Dyson's brand looks towards improving the existing products and finding solutions. The key to success by Dyson is investing in technology and pricing. The Dyson Supersonic Edge is the next big thing in the market. It is made of next-generation technology incorporating dual-core features of internal vacuum systems. It is elegantly designed with an appealing lightweight and sleek design. The company gets 70% of sales from vacuum cleaners and hence developed a cordless vacuum hair trimmer. The supersonic edge has above-par features, including cordless, lightweight, effective vacuum, dependable battery life, and sustainable methods. The cordless design of the New Supersonic edge ensures the machine can be used in different locations. The Edge provides a powerful suction from the cordless structure made from the company motor system.

The major talking point of the Dyson supersonic edge is how effective the vacuum in the machine is. Space is derived from the company's incredible dominant bagless suction power that is utilized in all their vacuums. It is crucial in reducing the dispersion of hair all over. The battery life also is fascinating because the company has developed a long-lasting and safer battery. The supersonic edge will be integrated with the innovative ceramic Li-ion battery of Dyson. The product will surpass the competing products in the market because of the ease to handle and lightweight features because of the use of high-tech materials.

The best part is that the supersonic edge is designed to replace the contemporary hair trimmers in salons and at home. The traditional hair trimmers project tiny hairs to different areas in the room and even leaves some of the hair on the clothes of the client. The new Edge is designed to solve the discomfort of sweeping the floor and the itchiness on the skin and face after a hair trim. The research on the need for a next-generation hair trimmer will create a feeling of an insider in the clients. The product imbues exclusivity and scarcity, making consumers feel special by gaining insights on the part of the business.

The product is designed to bring smiles to the user's faces making them enjoy the feeling of achievement encouraging social compassion. Most of the individuals interviewed cared about their performance to others with disregard for how they are doing. The marketing is designed to create an enjoyable game by providing a means of performance quantification. The game mechanics developed by Dyson is bound to generate social currency because excellent performance makes them look good. The mechanics of the game are game elements, such as getting points that can be applied in the market. The first step is to create an excellent social currency with the consumers.

Triggers

By focusing our campaign on daily routines of males and folks who keep their hair/beards cut short we can make sure that we are associating Dyson's NEW SuperSonic Edge with the grooming habits associated with these professionals. The market that we are targeting will be interested in maintaining a well-groomed appearance as they go to work and interact with their friends and family/ significant other.

Emotion

Thirdly, is to stir the emotion to desire the product. The use of online influencers targets the appeal of the consumers has proved a useful tool for marketing. The thrilling technology and sleek design of Dyson products create an emotional feeling of excitement and eagerness to try the products. It gives a higher chance of success in the content.

The What's Your Edge marketing campaign for Dyson's NEW SuperSonic Edge will focus on the negative emotions associated with haircuts such as being itchy, being costly, and inconvenient. Consider our man in the commercial, a busy professional who woke up on Monday morning needing to go to work but did not get a haircut over the weekend. He is able to do it

himself at home with the easy to use SuperSonic Edge while being able to maintain a clean living space for his domestic partner.

The SuperSonic Edge will create a feeling of happiness as couples love the idea and would like to get the product for their partner. The consumers who have previously used Dyson products have been intrigued, especially females who use vacuum cleaners at home. Others have been disappointed with similar devices and are eager to try the vacuum trimmer designed and made by Dyson. The Dyson cleaner is designed to be user-friendly and provide a clean means of trimming beards. To the women who clean after, it has brought a sigh of relief due to the cleanliness it brings. The product has sparked interest in men aged 28 and 57.

The product has appealed to the women who consider purchasing the product for men with whom they have close relations with. It is because they hate the mess accompanied by hair trimming, women care enough about keeping their homes clean, and salons have been intrigued to purchase the product to minimize clippings in their salon. Since most individuals prefer to go-to professionals for haircuts, professionals prefer a product that will promote customer satisfaction.

Public

After stirring the emotions, the next step is to reach out to the masses. Attaining coverage mainly from the right outlets is crucial for sales because the more the products are open, the more people will imitate it. The aim is to create products with longevity that will continue to generate interest and remain popular because of its awareness in the market. The public relations of the Dyson company are using services and products in an offline and online open environment. Product innovation in research and development investment is the basis of the success of Dyson.

The target consumers are male customers, female consumers, and also professionals. The central target public is the male from 28 to 57 who have a likely to grow facial hair and might require trimming. The female consumers from 24 to 45 are expected to purchase the product for their partners to minimize the mess in the house. The professional who might require the product primarily has male clientele specializing in short hairstyles. This being true, we decided to include metallic blue computer stickers and a personalized travel bag for key individuals who choose to be used as a micro influencer. The metallic blue computer stickers will feature the same iconic electric and sharp colors featured on the SuperSonic Edge vacuum trimmer. Each sticker and personalized travel bag can be used as a token to be shown in public to assist in self marketing the product but due to the internal methods of the product, it is more difficult to leverage this component.

Practical Value

Achieving the coverage in public is followed by determining the practicability of the product. It applies to how the outcomes from Dyson solve a problem existing in the environment, specifically the hair industry. The company has invested in generating genuinely beneficial and

useful products to its consumers. The innovations are bound to fill the gap of technology in the hair industry by generating products with peculiar knowledge that provide a solution to the obstacles. The company has developed a Dyson Supersonic Edge hair vacuum trimmer. The Supersonic Edge has been specifically designed with cutting edge technology featuring a vacuum system to collect hair from trimming. It is intended to solve the dispersing of hair by the clippers during trimming. In a professional setting, it addresses the issue of floor-sweeping, counters wiping and preventing hairs from being stuck in the client creating an uncomfortable feeling.

Millennial men have, for long, sought to obtain gadgets that shakeup the styling ecosystem of men and give smoothness, movement, and fullness trims with no compromise on messing the house. Dyson's NEW SuperSonic Edge is capable because of the vacuum used in the trimmer. Folks who get haircuts are subjected to the discomfort and itchiness caused by hair trimmers that are unable to retrieve each hair that is cut. Dyson's NEW SuperSonic Edge provides practical value by offering a solution to this age-old problem of haircuts. Our marketing plan will demonstrate the end user sharing the knowledge with others in the form of our micro influencer program. By sharing experiences with other potential users, we can leverage practical value and the subconscious need we have to share it.

Stories

To fully reach the consumers, narratives about the product need to be developed. The development of a description and a story that invests in the user with the hair products. The products are revolutionary and groundbreaking, and usually, the company products warrant social sharing. The right image of the brands and endorsements and market awareness are the prerequisites of telling the story of the product. The social media campaign will be called "What's Your Edge" will run on social media platforms, including YouTube, Facebook, and Instagram. There are no limitations to the topical shocks among acquaintances, but the popularity of Dyson curling stocks enables eye-catching sales of Dyson's NEW SuperSonic Edge. The conversation between men sparks a deeper understanding of the topic of the need for a user-friendly and clean trimming device.

Our what's your edge campaign will focus on the stories we have within ourselves by sharing the story of the young professional. We will use a flashback to share a story within our campaign about a previous experience he had with a different similar product that lead to mocking behavior from his friends and an argument from his significant other. This led him to his choice to purchase Dyson's NEW SuperSonic Edge which allows him to create a perfect haircut without the itchiness or the mess associated with it.

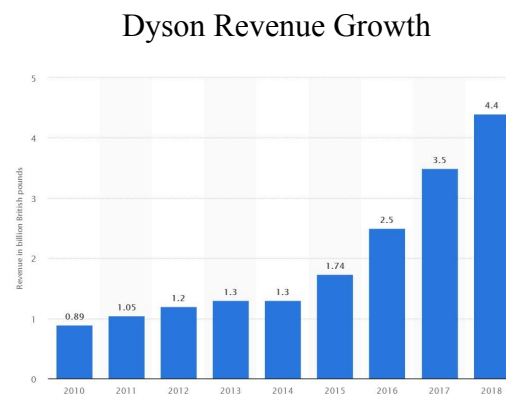
The brand has taken advantage of the lack of an elaborate hair vacuum trimmer and turned the attention of users to their horns for the brands. For the final passage of information on the power of the product of Dyson SuperSonic Edge to the target individuals, several fashionistas need to be invited to the dual micro field to take part in the dissemination of the new product and circulate the evaluation of the product through KOL. The hot topics that need to be evaluated include reliability, ease to use, and the ideals of the trimming effect. Invitation of fashion experts is crucial in explaining to the audience the correct usage of the product and making an adequate

evaluation of the grass population. In the period of researching the need for the product, the topic “Dyson’s NEW SuperSonic Edge” was abnormal and hot.

Conclusively, PR campaigns and content need luck but are not the only factors responsible for success. Social currency is shown in the things shared online. Triggers are essential for the sharing of a great piece of shareable content. Emotions are the main reason to share content because of the emotional influence on individuals. The public entails achieving coverage on the right audience. Practical value fills a gap in the market and solves a solution. Stories are developed to make people honestly interested in the discussion.

The Financials

As one of the most developed and sophisticated appliance constructors in the world, Dyson is known for its large investment into product development and R&D. The Dyson Airwrap cost \$31 million to develop, (Fast Company, 2019) and the Dyson SuperSonic blow-dryer cost upwards of \$71 million to design and produce. In 2015, Dyson had a total of 58 products on the market, which generated a total of \$2.4 billion in sales and \$340 million in net profits for an estimated 16.5% ROI. (Sorvino, 2016). In 2018, Dyson’s expansion into Asia resulted in a 33% increase in profits from 2017, reaching \$1.42 billion (Yu, 2018).



Year 1 Expenditures

In 2016 alone, Dyson spent over \$300 million on product development and had a goal to produce 100 new products by 2020. For the Dyson Edge, we expect product development to cost \$50 million to develop due to Dyson’s experience in vacuum technology but need to research the science behind clippers.

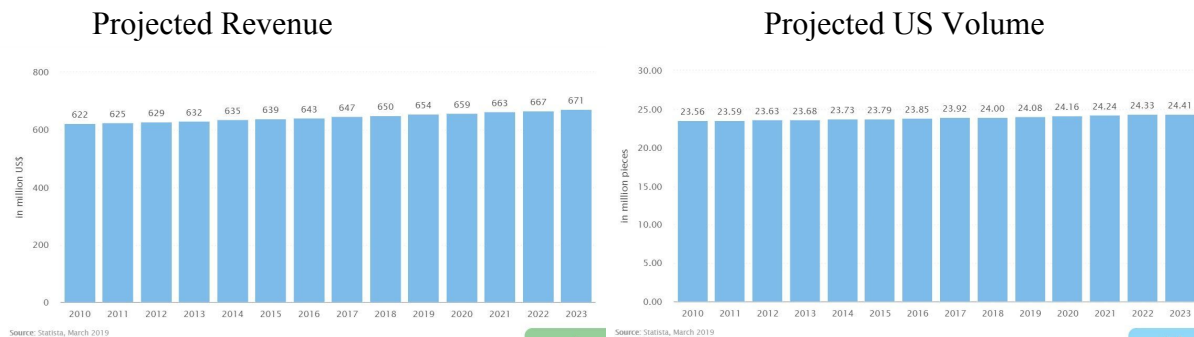
It is estimated that Dyson spends over \$100 million annually on advertising worldwide and about \$67 million on advertising just in the U.S. (Bruell, 2013). Given that dyson currently sells 60 different products on its website, we estimate about \$7 million be spent on a new advertising campaign just focused on the U.S. market, or 10% of the marketing total U.S. budget. The projected advertising budget will be spent on the campaigns listed previously, and will specifically be spent on social promotions, TV and media advertisements, programmatic and digital ads, traditional advertisements, and in-store marketing displays.

In the year 2015, Dyson sold 13 million products worldwide (Tani, 2017). Considering Dyson's expanded market since then, that number has likely grown in recent years. Because we are primarily targeting the U.S. market in the initial release, we plan to produce and sell 500,000 units of the Dyson Edge, resulting in 3% of Dyson's expected products sold. Selling the projected 500,000 units at the price of \$199.99 per unit would result in a total revenue of \$99,995,000.

Taking into account the expected costs of \$57,000,000 for marketing and production as well as the margin provided to distribution partners of \$13,499,325, expected revenue is \$86,495,675 and profit received from sales will equal about \$15,996,350, or an expected profit margin of 23%.

Target Break-Even

In the year 2020, the total number of hair clippers sold in the U.S. is expected to reach 24.16 million units. By the end of year 1, we expect the Dyson Edge to cover 2% of the current market for hair clippers, or sell a total of 500,000 units.



With estimated production costs to total \$50 million and distribution margin to cost approximately \$13.5 million, these variable costs will total about \$63.5 million. Estimated fixed marketing costs are expected to total \$7 million in the first year, so expected total costs will be about \$70 million. By producing a total of 500,000 units to sell to the U.S. market, the estimated total cost per unit is about \$141, or \$127 in variable costs. Because we plan to sell the Dyson edge at a price of \$199.99, our break even point would be at 352,387 units sold. For a complete breakdown of estimated finances, view Appendix D.

Conclusion

Dyson is an innovative British technology with convenience through innovative technology and continuous innovation and improvement. Dyson learned of opportunities to improve on a product already in the market by using Dyson's innovative technologies, revealing: The SuperSonic Edge. A cordless, vacuum hair trimmer that features Dyson's famous 'powerful, lightweight, and convenient' technology in the palm of your hand. Current hair trimmers on the market are heavy, corded, and most do not feature an internal vacuum system.

We conducted market research to establish a concept test where we learned that 72% of individuals surveyed found the product favorable. We used the opportunity of the survey to establish the most appealing features associated with the vacuum hair trimmer. The major features important to our consumers are: effectiveness of vacuum, lightweight, cordless, battery life, and sustainable methods.

To ensure our product launch is successful, we plan to target the market the Dyson SuperSonic was most favorable, males between the ages of 28 and 57, as well as females between the ages 24 and 47, and professional cosmetologist and barbers.

By placing Dyson's NEW SuperSonic Edge in locations men currently shop such as Best Buy and Walmart, as well as Target, which is more frequented by women in our targeted segment, as well as Ulta and Sally's Beauty Supply Stores and online retailers, where we will reach professionals and micro influencers we will be able to get our product in the consideration set of consumers all the while using a skim pricing strategy.

Our marketing and promotion plan will consist of an intelligent and creative video ad to be presented on social media and through Youtube to provoke emotion and drive for the product itself.

According to our calculations, we need to sell 352,387 units sold of the product to classify the SuperSonic Edge, a successful product launch and break even. Ideally, we aim to reach our goal and sell 500,000 units in the first year to reach our ideal 23% profit margin.

Appendix A: Concept Survey/Market Research

This survey will be used to understand how you respond to a business concept. We will ask you about the appeal, positioning, strengths, weaknesses, and potential of one or more new business ideas.

>

What is your age?

>

What is the highest level of education you have received?

Less than high school degree

High school graduate (high school diploma or equivalent including GED)

Some college but no degree

Associate degree in college (2-year)

Bachelor's degree in college (4-year)

Master's degree

Doctoral degree

Professional degree (JD, MD)

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Some college but no degree

Associate degree in college (2-year)

Bachelor's degree in college (4-year)

Master's degree

Doctoral degree

Professional degree (JD, MD)

Which statement best describes your current employment status?

Working (paid employee)

Working (self-employed)

Not working (temporary layoff from a job)

Not working (looking for work)

Not working (retired)

Not working (disabled)

Not working (other)

Prefer not to answer

How do you identify?

Male

Female

Other/Prefer not to share



Are you now married, widowed, divorced, separated or never married?

Married

Widowed

Divorced

Separated

Never Married



Which statement best describes your current employment status?

Working (paid employee)

Working (self-employed)

Not working (temporary layoff from a job)

Not working (looking for work)

Not working (retired)

Not working (disabled)

Not working (other)

Prefer not to answer

How do you identify?

Male

Female

Other/Prefer not to share

Are you now married, widowed, divorced, separated or never married?

Married

Widowed

Divorced

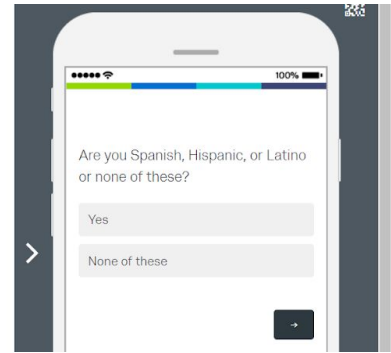
Separated

Never Married

Are you Spanish, Hispanic, or Latino or none of these?

Yes

None of these



How would you describe yourself? (Please select all that apply.)

White

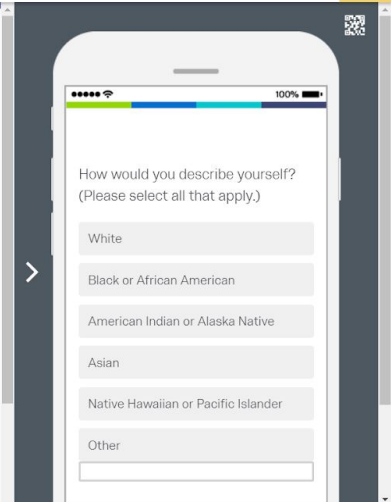
Black or African American

American Indian or Alaska Native

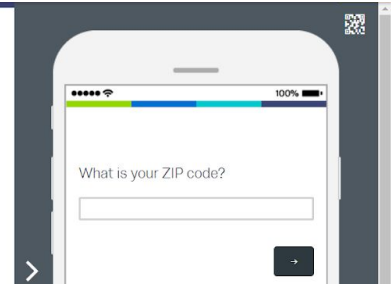
Asian

Native Hawaiian or Pacific Islander

Other

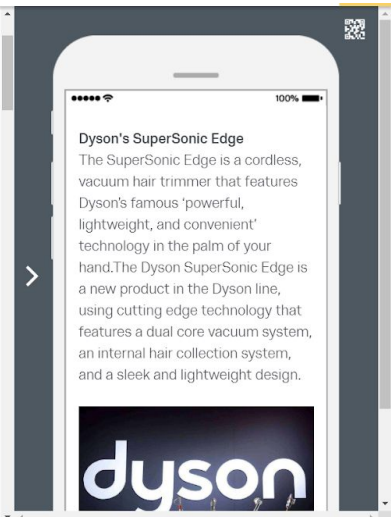


What is your ZIP code?



Dyson's SuperSonic Edge

The SuperSonic Edge is a cordless, vacuum hair trimmer that features Dyson's famous 'powerful, lightweight, and convenient' technology in the palm of your hand. The Dyson SuperSonic Edge is a new product in the Dyson line, using cutting edge technology that features a dual core vacuum system, an internal hair collection system, and a sleek and lightweight design.



What is your initial reaction this concept?

Extremely positive

Somewhat positive

Neither positive nor negative

Somewhat negative

Extremely negative

How different is this concept from other products currently available?

Very different

Different

A little different

Not very different

Not at all different

How appealing is this concept compared to other products currently available?

Very appealing

Appealing

A little appealing

Not very appealing

Not at all appealing

How much do you like or dislike this concept?

Like a great deal

Like somewhat

Neither like nor dislike

Dislike somewhat

Dislike a great deal

The image displays four mobile app mockups, each showing a different survey question. Each mockup includes a status bar at the top with signal strength, Wi-Fi, and 100% battery. A QR code is visible in the top right corner of each screen. A right-pointing arrow is located to the left of the response options.

- Mockup 1:** Question: "What is your initial reaction this concept?". Options: "Extremely positive", "Somewhat positive", "Neither positive nor negative", "Somewhat negative", "Extremely negative".
- Mockup 2:** Question: "How different is this concept from other products currently available?". Options: "Very different", "Different", "A little different", "Not very different", "Not at all different".
- Mockup 3:** Question: "How appealing is this concept compared to other products currently available?". Options: "Very appealing", "Appealing", "A little appealing", "Not very appealing", "Not at all appealing".
- Mockup 4:** Question: "How much do you like or dislike this concept?". Options: "Like a great deal", "Like somewhat", "Neither like nor dislike", "Dislike somewhat", "Dislike a great deal".

How believable is this concept?

Extremely believable

Somewhat believable

Neither believable nor unbelievable

Somewhat unbelievable

Extremely unbelievable

How relevant is this concept to you personally?

Extremely relevant

Somewhat relevant

Neither relevant nor irrelevant

Somewhat irrelevant

Extremely irrelevant

From the list below, which best describes your need for this concept?

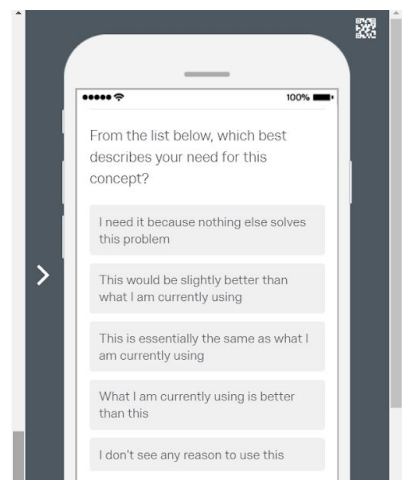
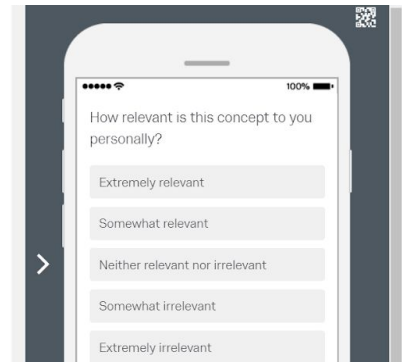
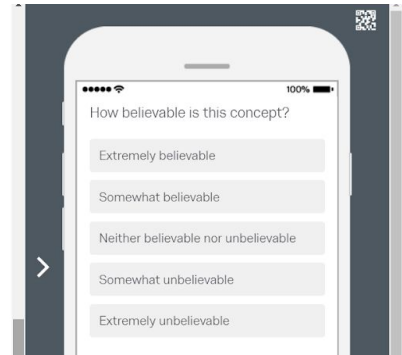
I need it because nothing else solves this problem

This would be slightly better than what I am currently using

This is essentially the same as what I am currently using

What I am currently using is better than this

I don't see any reason to use this



What do you like MOST about this concept?

What do you like LEAST about this concept?



Thank you! You are almost finished, we just have one question left to help us better understand your household.

Information about income is very important to understand. Would you please give your best guess?
Please indicate the answer that includes your entire household income in (previous year) before taxes.

\$30,000 to \$39,999

\$40,000 to \$49,999

\$50,000 to \$59,999

\$60,000 to \$69,999

\$70,000 to \$79,999

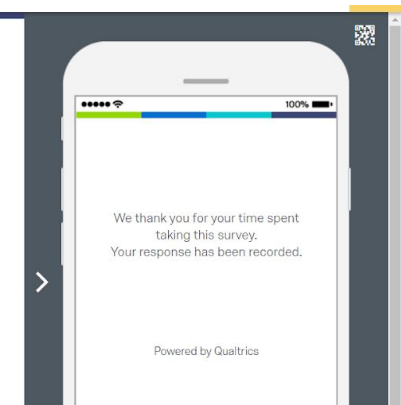
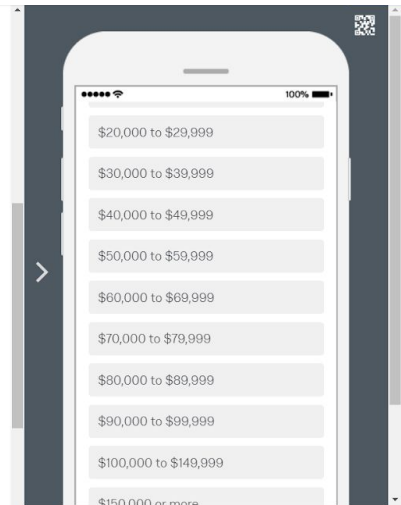
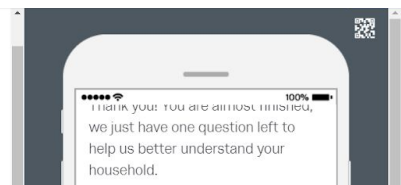
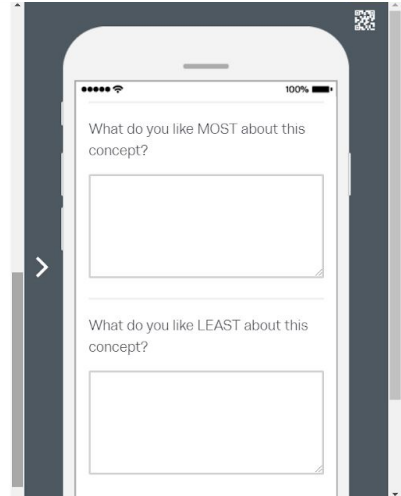
\$80,000 to \$89,999

\$90,000 to \$99,999

\$100,000 to \$149,999

\$150,000 or more

We thank you for your time spent taking this survey.
Your response has been recorded.



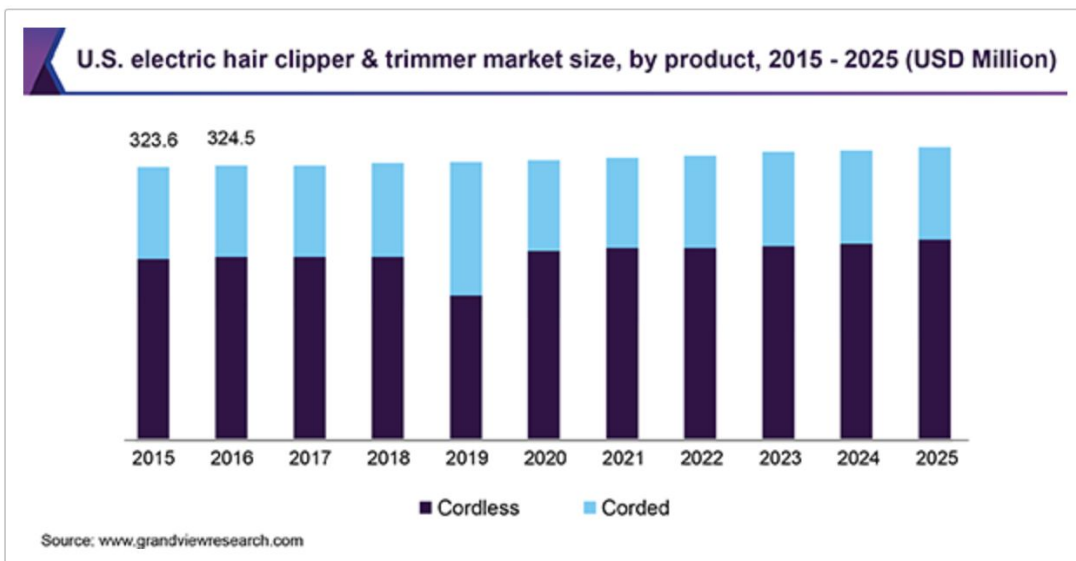
Appendix B

Top 10 Vacuum Hair Clippers Comparison Table

Make and Model	Vacuum Function	No. of Pieces	Product Dimensions	Weight
Wahl Clipper Chrome Pro Hair Clipper #79524-2501	External	24	9 x 2.4 x 1.8 inches	1.8 pounds
Remington HKVAC2000A Vacuum Haircut Kit	Inbuilt	18	3.1 x 7.2 x 10.5 inches	1.6 pounds
Wahl Clipper Rechargeable Cord/Cordless Haircutting Kit #79434	External	21	7.7 x 11.2 x 3.4 inches	2 pounds
Wahl Clipper Elite Pro High Performance Haircut Kit #79602	External	20	3 x 9 x 10 inches	2.7 pounds
Wahl Clipper Self-Cut Haircutting Kit #79467	External	22	7.7 x 11.2 x 3.4 inches	1.8 pounds
Remington HKVAC-2000 Precision Vacuum Haircut Kit	Inbuilt	17	3.1 x 7.2 x 10.5 inches	1.6 pounds
Remington HC6550 Cordless Vacuum Haircut Kit	Inbuilt	18	9.9 x 7 x 2.5 inches	1.6 pounds
Wahl Professional Senior Clipper #8500	External	7	2.5 x 2 x 7 inches	1.3 pounds
Remington VPG6530 Lithium Power Series 4 In 1 Vacuum Trimmer	Inbuilt	10	3 x 8.1 x 4.3 inches	1 pound
Wahl Professional Vacuum Clipper #8566	Inbuilt	10	7.8 x 3.8 x 10 inches	2 pounds

(Lake 2019)

Appendix C



(image source Grand View Research)

Appendix D

Dyson SuperSonic Edge	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	
Marketing Costs			SUBTOTAL	\$ 14,000,000.00
Social Media	1	\$ 750,000.00	\$	750,000.00
Press Releases	1	\$ 200,000.00	\$	200,000.00
Digital Content/programmatic	1	\$ 1,250,000.00	\$	1,250,000.00
Traditional Media	1	\$ 2,250,000.00	\$	2,250,000.00
Newspaper	1	\$ 1,000,000.00	\$	1,000,000.00
In-Store Marketing	1	\$ 1,550,000.00	\$	1,550,000.00
Total Costs (Fixed costs)			\$	7,000,000.00
Channel Partners		<i>Sales per Partner</i>	Profit Margin	Revenue for Dyson
Walmart	125000	\$ 24,998,750.00	\$ 3,749,812.50	\$ 21,248,937.50
Target	125000	\$ 24,998,750.00	\$ 3,749,812.50	\$ 21,248,937.50
Ulta	50000	\$ 9,999,500.00	\$ 1,499,925.00	\$ 8,499,575.00
Best Buy	75000	\$ 14,999,250.00	\$ 2,249,887.50	\$ 12,749,362.50
Amazon Online	75000	\$ 14,999,250.00	\$ 2,249,887.50	\$ 12,749,362.50
Dyson Online	50000	\$ 9,999,500.00		\$ 9,999,500.00
Total Units	500000	\$ 99,995,000.00	\$ 13,499,325.00	\$ 86,495,675.00
Production				
Expected Production Costs	1	\$ 50,000,000.00	\$	50,000,000.00
Distribution margin costs		\$ 13,499,325.00	\$	13,499,325.00
Total Production Costs (Variable costs)	1		\$	63,499,325.00
Revenue				
Units Sold	500000		\$	-
Total Revenue per Unit	500000	\$ 199.99	\$	99,995,000.00
LESS profit margin from channel partners			\$	13,499,325.00
Total Revenue			\$	86,495,675.00
Costs			SUBTOTAL	
Units Sold	500000			
Costs Per Unit		\$ 141.00	\$	-
Total Costs			\$	70,499,325.00
Profit			SUBTOTAL	
Total Revenue			\$	86,495,675.00
Total Costs			\$	70,499,325.00
Total Profit			\$	15,996,350.00
Expected Profit Margin			\$	0.23
Breakeven Analysis			SUBTOTAL	
Total Costs			\$	70,499,325.00
Price per unit	500000	\$ 199.99		
Variable Costs Per Unit	500000	\$ 127.00		
Breakeven Point				352,387

Appendix E: #whatsyouredge Digital Advertisement



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