

MEMO: CYCLONE WIZARD

Research Question

Cyclone Wizard is a home vacuum manufacturer. They are interested in breaking into the robot vacuum industry, but are worried their identity of making quality traditional vacuum's preventing their success. Key Questions include:

- What are Cyclone Wizard's familiarity levels among potential customers?
- How does their familiarity compare to competitors' in the smart/robotic vacuum market?
- How do potential customers rate them on key attributes in the smart/robotic vacuum market?

Methodology Selected

Methodology	Sample Size
Brand-Perception Survey	5,000 category users

Justification

Our team selected this methodology because it is the most comprehensively applicable to Cyclone Wizard's research questions. The company is looking for quantitative data that shows the consumer landscape, all of which could be found through survey research.