



# The United States of America

**By Evan Amico & Thomas Chow**



# Pre-Colonial Native Tribes Thrived



- Over 500 individual tribes
  - Diverse cultures from nomadic to permanent settlements
- Religion based on spirits and nature
- Traditional marketplace economy
- Conflict with European colonists push territories far west
- Currently only 1% of the US population

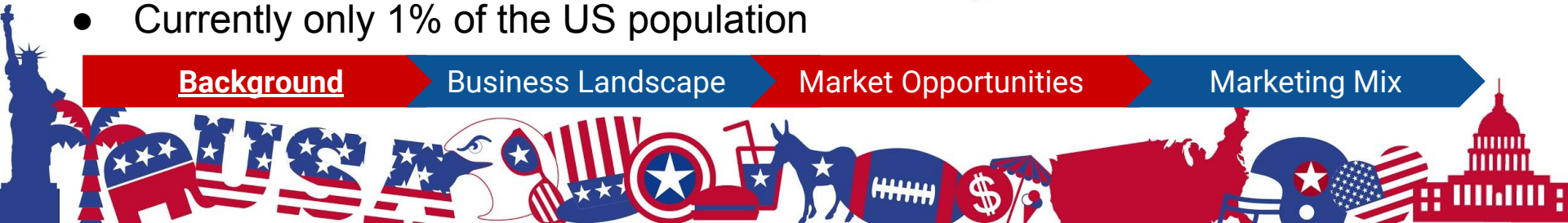


**Background**

**Business Landscape**

**Market Opportunities**

**Marketing Mix**





# Timeline of the United States



## Colonialism

European Colonists arrive in America

1607  
1776

## American Independence

13 states declare independence from Great Britain

## Civil War & Slavery

11 southern states attempt to succeed from the US, leading to the ban of slavery

1865  
1869

## 1st Transcontinental Railroad

The Union Pacific railroad allows goods & resources to flow between the east and west

## Great Depression & New Deal

An economic downturn causes increased relief legislation government spending

1941  
1947

## World War 2

The US enters WWII with the Allied powers, funding much of the military effort

**Background**

**Business Landscape**

**Market Opportunities**

**Marketing Mix**





# Timeline of the United States Con't.



## Cold War Begins

The US champions Capitalism against the Communist USSR



1964



## Civil Rights Act

Discrimination based on race, religion, sex, or national origin is outlawed

1970s



## Outsourcing Increases

Many US companies begin to manufacture their products outside of the United States

1973



## Vietnam War Ends

The US withdraws from Vietnam after increased public sentiment

1990



## World Wide Web

The invention of the internet causes a boom in the American technology industry

2001



## 9/11

Terrorism enters American minds as two planes are flown into the World Trade Center & Pentagon

**Background**

**Business Landscape**

**Market Opportunities**

**Marketing Mix**







# The US is broken into 50 States



- State governments create independent laws
- Interstate trade is regulated by the federal government
- Each state has unique population characteristics but are largely similar



**Background**

**Business Landscape**

**Market Opportunities**

**Marketing Mix**



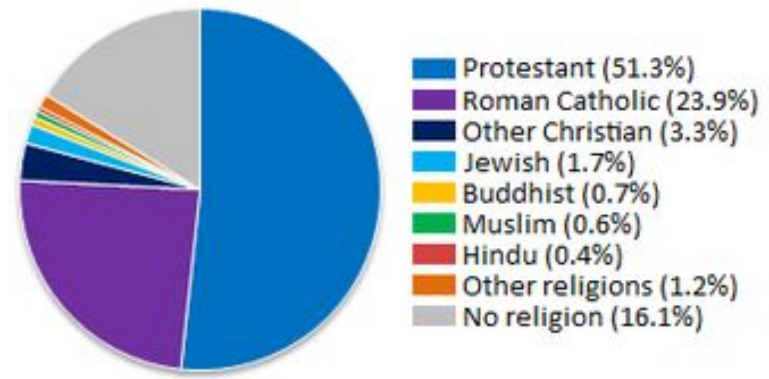


# Christianity is the Major Religion



70-78% of the population are Christian

Many different denominations of Christianity, including Catholicism and Protestantism  
Judaism is the second largest religion, with Islam coming in third



[www.commisceo-global.com/26-support/index.php?option=com\\_content&view=article&id=147&Itemid=263](http://www.commisceo-global.com/26-support/index.php?option=com_content&view=article&id=147&Itemid=263)





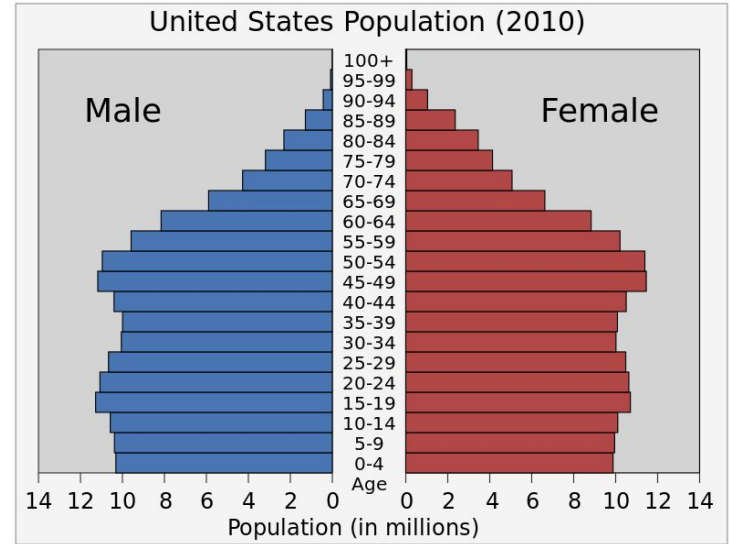
# An Aging US Population



The “Baby Boomer” Generation is aging rapidly

Similar to many G7 nations

Millennial Generation has surpassed the “Baby Boomers” in size



[insight.factset.com/millennials-outnumber-baby-boomers-but-dont-count-them-out](http://insight.factset.com/millennials-outnumber-baby-boomers-but-dont-count-them-out)

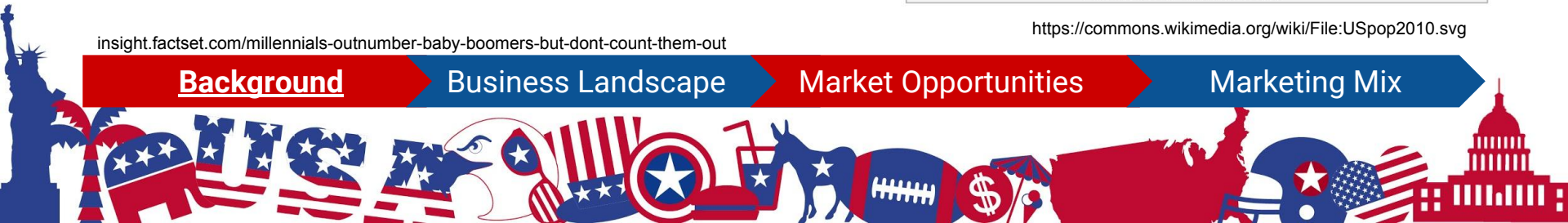
<https://commons.wikimedia.org/wiki/File:USpop2010.svg>

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**Business Landscape**

**Market Opportunities**

**Marketing Mix**





# Overall Population Increase

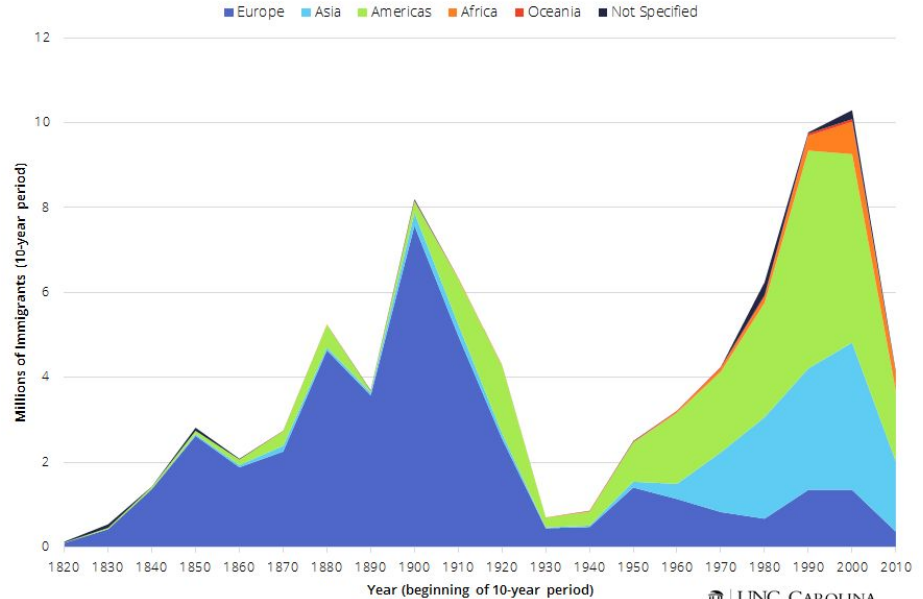


Population increasing with migration

Most immigrants are from the Americas, primarily of hispanic background

Increasing trend of Asian immigrants, particularly from China and the Philippines

Volume of U.S. Immigration & Continent of Origin by Decade, 1820-2013



[demography.cpc.unc.edu/2015/04/27/u-s-immigration-flows-1820-2013/](http://demography.cpc.unc.edu/2015/04/27/u-s-immigration-flows-1820-2013/)

Data Source: U.S. Department of Homeland Security

UNC CAROLINA  
POPULATION  
DEMOGRAPHY

**Background**

**Business Landscape**

**Market Opportunities**

**Marketing Mix**







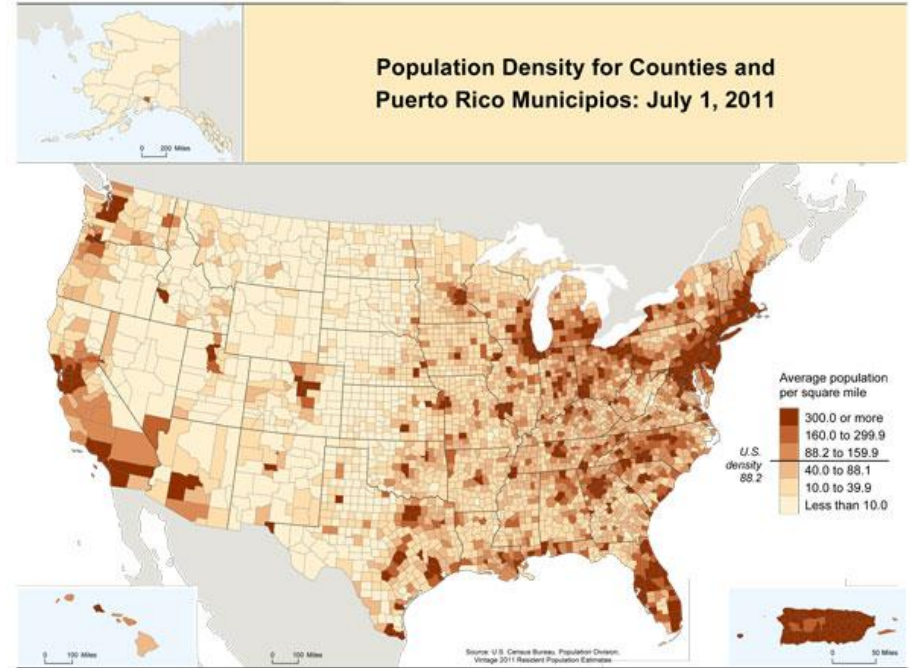
# Higher Population around Urban Hubs



Major cities have a high population density

10 cities with 1 million + people

Majority of population growth occurring in major cities



<http://worldpopulationreview.com/us-cities/>  
<https://www.census.gov/history/www/reference/maps>





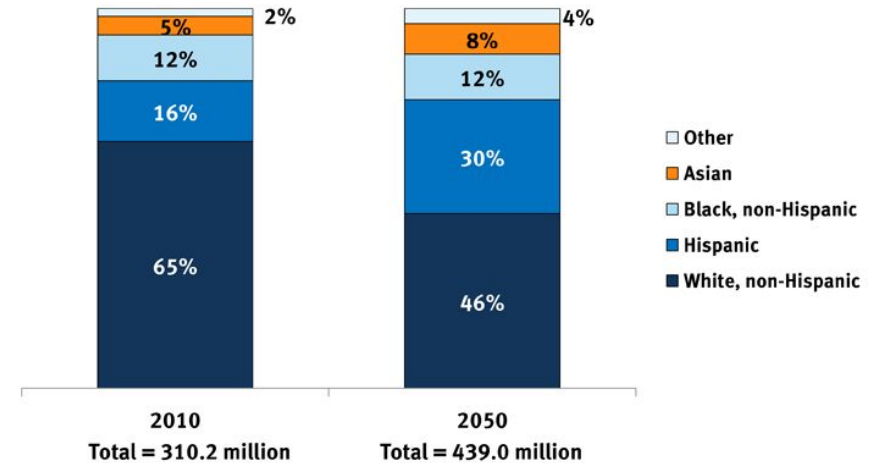
# Decline in the White Majority



Increased immigration is causing a decline in the white majority

Increase in Hispanic population, primarily of Mexican descent

Distribution of U.S. Population by Race/Ethnicity, 2010 and 2050



NOTES: All racial groups non-Hispanic. Other includes Native Hawaiians and Pacific Islanders, Native Americans/Alaska Natives, and individuals with two or more races. Data do not include residents of Puerto Rico, Guam, the U.S. Virgin Islands, or the Northern Mariana Islands.  
 SOURCE: U.S. Census Bureau, 2008, Projected Population by Single Year of Age, Sex, Race, and Hispanic Origin for the United States: July 1, 2000 to July 1, 2050. <http://www.census.gov/population/www/projections/downloadablefiles.html>.



Background

Business Landscape

Market Opportunities

Marketing Mix





# Individualistic Culture

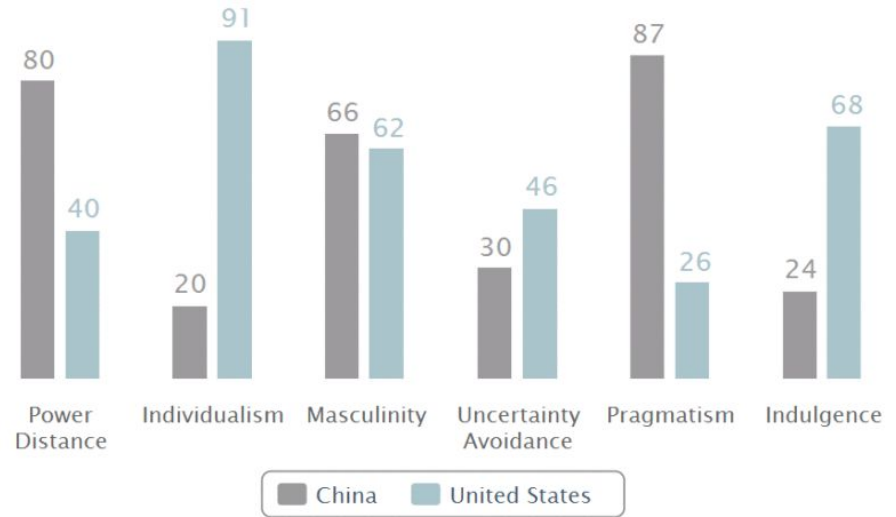


High levels of Individualism and Masculinity

Consumerism-driven culture

Increasing acceptance of “alternative” lifestyles, including the LGBT community

## Hofstede Cultural Values



[www.foresightguide.com/cultures-of-china-and-the-usa-implications-for-global-leadership/](http://www.foresightguide.com/cultures-of-china-and-the-usa-implications-for-global-leadership/)

**Background**

**Business Landscape**

**Market Opportunities**

**Marketing Mix**

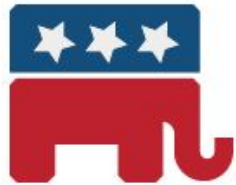




# 2 Party Political System Creates Tensions



Typical Voters



## Conservative Republicans

## VS

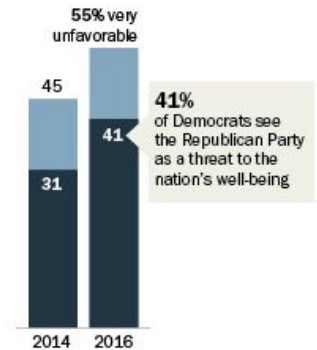
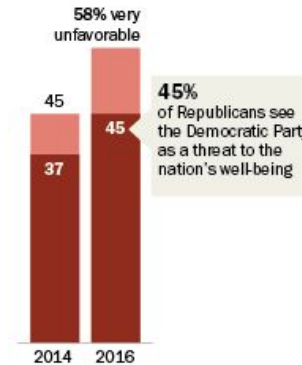
## Liberal Democrats

Republican	Democratic
Wealthier backgrounds	Working class backgrounds
Rural	Urban
Believe in individualism	Believe in collectivism
Lower tax rates	Higher taxes for the wealthy

### Many Republicans, Democrats view the other party as a 'threat to the nation's well-being'

Republican attitudes about the Democratic Party

Democratic attitudes about the Republican Party



Source: Survey conducted April 12-19, 2016.

PEW RESEARCH CENTER

**Background**

**Business Landscape**

**Market Opportunities**

**Marketing Mix**







# Trade Deals are Currently Debated



## NAFTA Rework

Canada Mexico and USA

Debate importation into the US & outsourcing

## Trade Talks with China

Outsourcing costs US 3.2 million jobs since 2001

US in \$419 billion deficit in trade



[www.census.gov/foreign-trade/balance/c5700.html](http://www.census.gov/foreign-trade/balance/c5700.html)

<https://www.usnews.com/news/blogs/data-mine/2014/12/11/outsourcing-to-china-cost-us-32-million-jobs-since-2001>

Background

Business Landscape

Market Opportunities

Marketing Mix





# Continued Conflicts with the Middle East



Over 40,000 US troops currently stationed in the Middle East

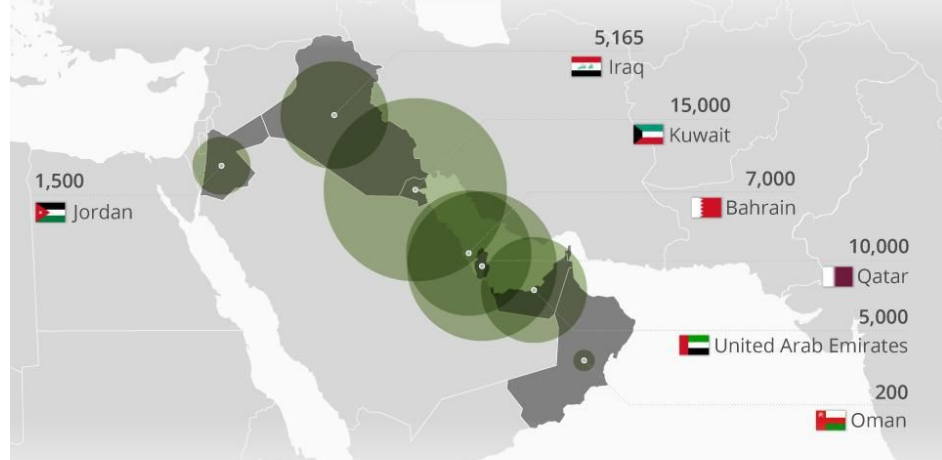
US policy- "War on Terror"

Current focus on the conflict in Syria and against ISIS

The US is a major ally to Israel

## Where U.S. Troops Are Based In The Middle East

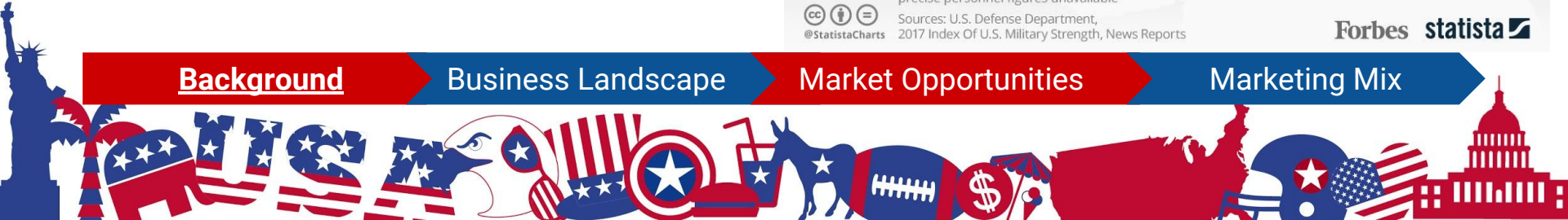
Estimated number of U.S. troops based in Middle Eastern countries\*



\* Late 2015 (Iraq figures from October 2016). Elements of the U.S. 379th Air Expeditionary Wing are based in Saudi Arabia - precise personnel figures unavailable



Sources: U.S. Defense Department, 2017 Index Of U.S. Military Strength, News Reports





# 5 Major Spoken Language in America



**American**  
230 Million

**Spanish**  
37.58 Million

**French**  
2.05 Million

**Chinese**  
2.88 Million

**Tagalog**  
1.59 Million

People used to differentiate English and American in some occasions

- Color/ Colour
- Check/ Cheque
- Airplane/ Aeroplane

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# Culture Difference among Major Countries



- Western Countries much more open-minded
- US People perceive personal interest more than group's decision
- Flat Behaviour in US, Strong Hierarchy in Asian Countries

Background

Business Landscape

Market Opportunities

Marketing Mix







# USA Business Etiquette - Handshake Culture



## Americans have three kind of handshake:

1. Formal Handshake
2. Friendly Handshake
3. Super - Friendly Handshake

Background

Business Landscape

Market Opportunities

Marketing Mix





# Formal Handshake



## Formal Handshake needs to be:

1. Polite
2. Moderate in strength
3. Give chances for both parties to put down their hands
4. Usually used in formal meetings, networking events, or meeting someone you don't know well

Background

Business Landscape

Market Opportunities

Marketing Mix





# Formal Handshakes Don'ts



**Don't overtake others' hands (Insulting)**

**Don't be too strong or too hard**

**Background**

**Business Landscape**

**Market Opportunities**

**Marketing Mix**







# Friendly Handshake



## Formal Handshake needs to be:

1. Mild to strong in strength
2. Show the sign of welcoming
3. Give chances for both parties to get updates from each other
4. Usually used in unions or meeting with people that we used to know well

Background

Business Landscape

Market Opportunities

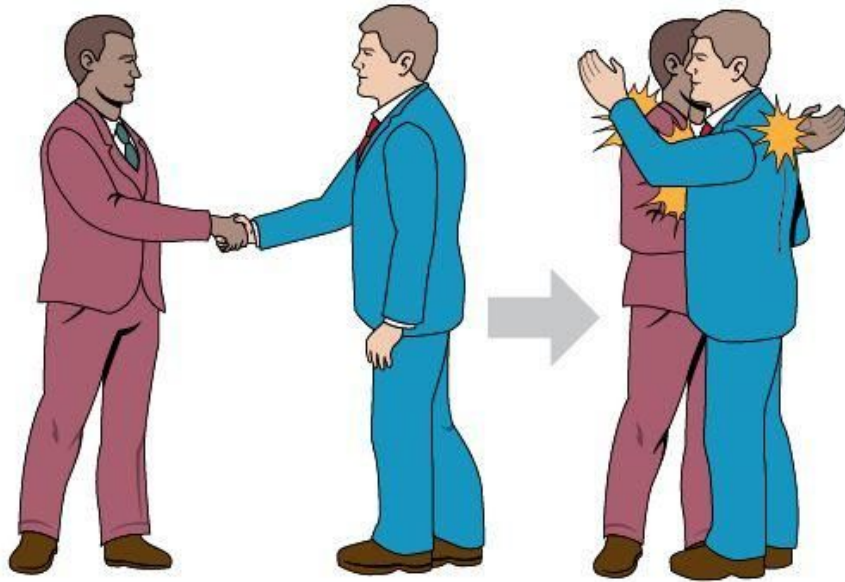
Marketing Mix







# Super - Friendly Handshake (Hug)



**Super- Friendly Handshake likely to be:**

1. A STRONG HUG IN BETWEEN
2. Very Strong in Strength
3. Only for those who you know the best
4. Body collisions are unavoidable

Background

Business Landscape

Market Opportunities

Marketing Mix





# 1. The floor is all yours

## Meaning:

You are now the speaker, you take in control of the talk.

## Usage:

“John, the floor is all yours, just go ahead!”



Source : [spokenenglishpractice.com](http://spokenenglishpractice.com)

Background

Business Landscape

Market Opportunities

Marketing Mix





## 2. On the back burner

### Meaning:

To give low priority or importance to something

### Usage:

We need to put that production project in the back burner due to labour movement

Source : [spokenenglishpractice.com](http://spokenenglishpractice.com)



Background

Business Landscape

Market Opportunities

Marketing Mix





## 3. Back to the drawing board

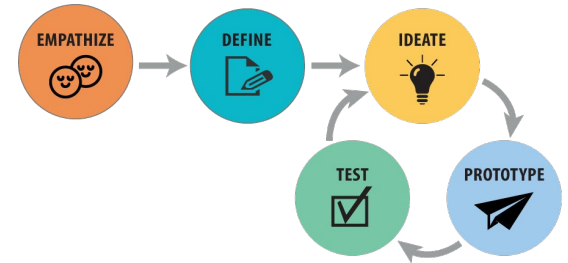
### Meaning:

To start with / come up with a new idea

### Usage:

The ideas suggested seem not convincing, let's head back to the drawing board for our creative project.

Source : [spokenenglishpractice.com](http://spokenenglishpractice.com)



Background

Business Landscape

Market Opportunities

Marketing Mix







## 4. To be swamped

### Meaning:

Feeling of overwhelmed due to having extra work

### Usage:

I have been swamped with work due to cleaning up Mary's messy work.

Source : [spokenenglishpractice.com](http://spokenenglishpractice.com)



Background

Business Landscape

Market Opportunities

Marketing Mix

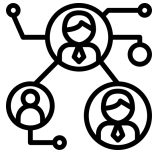




# Business Meeting - 6 Top Tips



Avoid Smoking during meetings or walk out a meeting to light a cigarette



Ask about personal interest, remember them and establish connections



Let speakers speak their message freely before sharing your ideas

Background

Business Landscape

Market Opportunities

Marketing Mix





# Business Meeting - 6 Top Tips



Don't tell foreign jokes, people won't understand



Don't interrupt when others are speaking



Understand the use of idioms and slangs when communicating

Background

Business Landscape

Market Opportunities

Marketing Mix





# Major Industries - Finance



Financial Markets and Investment in U.S. become major influencer to the world wide market:

In 2017, 18% of U.S. GDP is contributed to business investments

N.Y. is one of the top 3 financial center worldwide



## Investment Banks in US



NASDAQ



NYSE

Background

Business Landscape

Market Opportunities

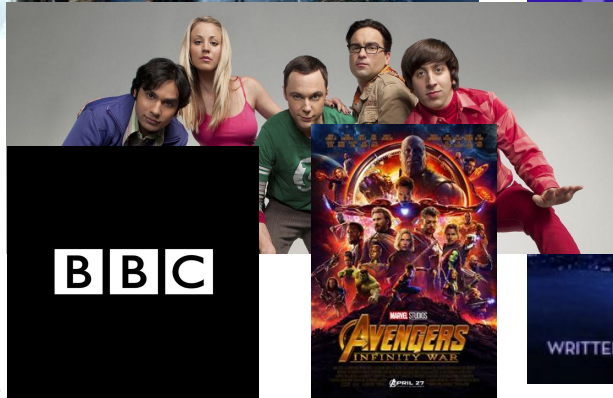
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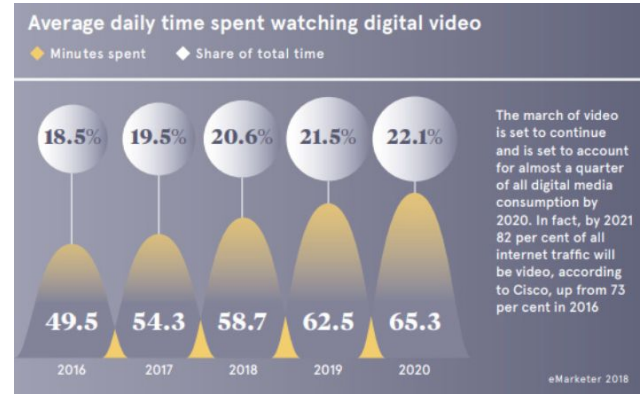


# Major Industries - Media Entertainment



The United States is the largest movie production hub worldwide - Hollywood.

Content Creation goes into different formats: Both Traditional and Digital



Background

Business Landscape

Market Opportunities

Marketing Mix

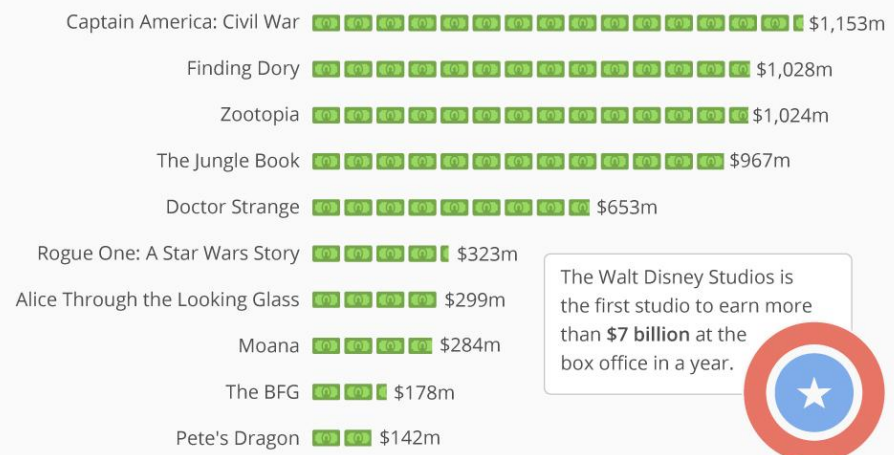




# Entertainment Lead : Disney

## Disney's 7-Billion Dollar Year

Worldwide box office revenue of Disney's Top 10 movie releases in 2016



The Walt Disney Studios is the first studio to earn more than \$7 billion at the box office in a year.



statista

\* as of December 18, 2016  
Source: Box Office Mojo

## Disney movies becomes a major influencer to global entertainment market

1. Strong Intellectual Properties (Original Characters)
2. Contentwise Productions (All Ages)
3. Acquisition of **Marvel Studios** and **Pixar Animation Studio** becomes major influential moves in Disney's business

Background

Business Landscape

Market Opportunities

Marketing Mix





# Major Influential Industries - Wholesale



## Top 10 retailers, FY2016

Top 250 rank	Change in rank	Name of company	Country of origin	FY2016 Retail revenue (US\$M)	FY2016 Retail revenue growth	FY2016 Net profit margin	FY2016 Return on assets	FY2011-2016 Retail revenue CAGR*	# Countries of operation	% Retail revenue from foreign operations
1	↔	Wal-Mart Stores, Inc.	US	485,873	0.8%	2.9%	7.2%	1.7%	29	24.3%
2	↔	Costco Wholesale Corporation	US	118,719	2.2%	2.0%	7.2%	6.0%	10	27.1%
3	↔	The Kroger Co.	US	115,337	5.0%	1.7%	5.4%	5.0%	1	0.0%
4	↔	Schwarz Group	Germany	99,256	5.3%	n/a	n/a	7.3%	27	61.7%
5	↔	Walgreens Boots Alliance, Inc.	US	97,058	8.3%	3.6%	5.8%	6.1%	10	13.7%
6	↑ +4	Amazon.com, Inc.	US	94,665	19.4%	1.7%	2.8%	17.6%	14	36.8%
7	↓ -1	The Home Depot, Inc.	US	94,595	6.9%	8.4%	18.5%	6.1%	4	8.5%
8	↔	Aldi Group	Germany	84,923 <sup>e</sup>	4.8%	n/a	n/a	7.7%	17	67.0%
9	↓ -2	Carrefour S.A.	France	84,131	-0.4%	1.1%	1.8%	-1.1%	34	53.2%
10	↑ +2	CVS Health Corporation	US	81,100	12.6%	3.0%	5.6%	6.4%	3	0.8%
<b>Top 10<sup>1</sup></b>				<b>1,355,656</b>	<b>4.5%</b>	<b>3.0%</b>	<b>6.4%</b>	<b>4.5%</b>	<b>14.9<sup>2</sup></b>	<b>27.3%</b>
<b>Top 250<sup>1</sup></b>				<b>4,410,828</b>	<b>4.1%</b>	<b>3.2%</b>	<b>3.3%</b>	<b>4.8%</b>	<b>10.0<sup>2</sup></b>	<b>22.5%</b>
<b>Top 10 share of Top 250 retail revenue</b>				<b>30.7%</b>						

7 out of 10 top retailers are originated from US

2018 Cumulative Sales: \$6,032,048 (Source:US Census)

\*Compound annual growth rate  
<sup>1</sup> Sales-weighted, currency-adjusted composites  
<sup>2</sup> Average

<sup>e</sup> = estimate  
n/a = not available

Source: Deloitte Touche Tohmatsu Limited. Global Powers of Retailing 2018. Analysis of financial performance and operations for fiscal years ended through June 2017 using company annual reports, Planet Retail database and other public sources.







# Emerging Market Opportunities - GDP



Real GDP: Percent change from preceding quarter



U.S. Bureau of Economic Analysis

Seasonally adjusted at annual rates

- U.S. has 2-4% positive growth for their GDP per quarter.
- Major GDP contributing industries: Retail/ Manufacturing/ Real Estate
- 2018 Annual GDP : \$20,500,600 million

Background

Business Landscape

Market Opportunities

Marketing Mix





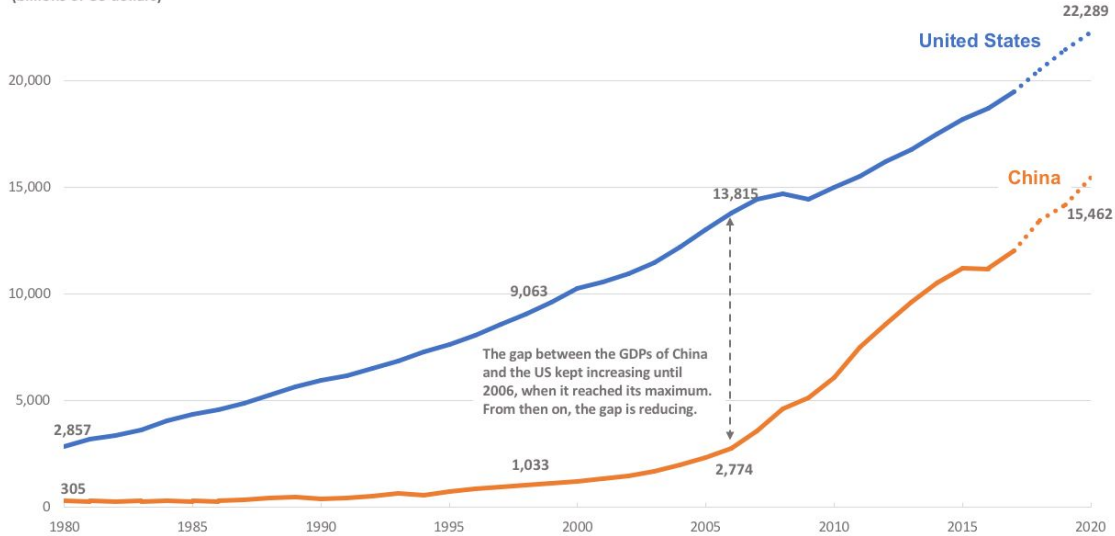


# GDP between United States and China



## CHINA VS UNITED STATES: GDP COMPARISON

GDP, current prices  
(billions of US dollars)



The gap between the GDPs of China and the US kept increasing until 2006, when it reached its maximum. From then on, the gap is reducing.

Data Source: IMF World Economic Outlook, October 2018

Data Analysis by: MGM Research

Background

Business Landscape

Market Opportunities

Marketing Mix





# Upcoming New Trend in US



# Bringing Autonomous Features to our Daily Life

Background

Business Landscape

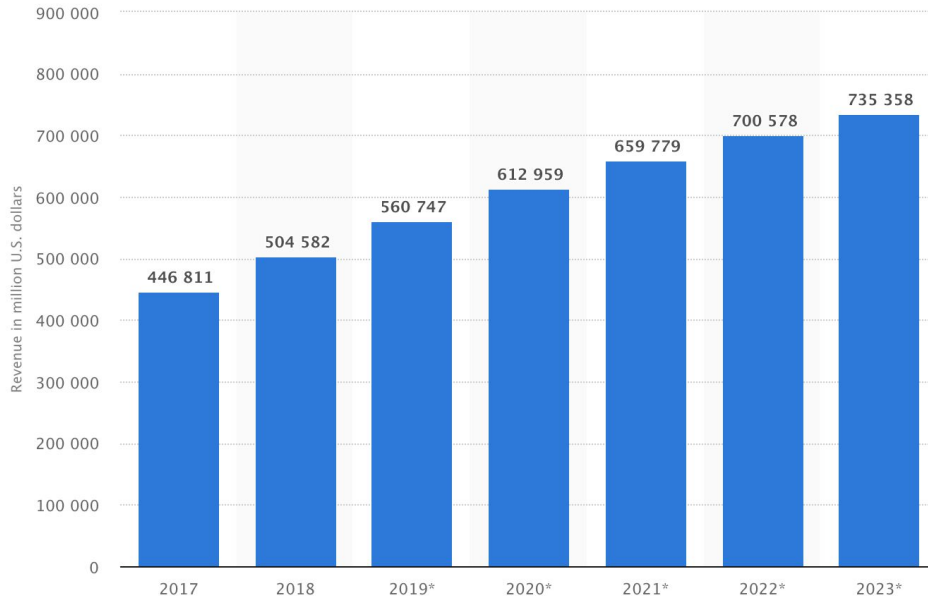
Market Opportunities

Marketing Mix





# Emerging Market Opportunities - E-Commerce



Source : Statistica

Online Sales for Physical Goods  
USD 504.6 Million (2018) → 735  
Million (2023)



Background

Business Landscape

Market Opportunities

Marketing Mix





# What customers care while they do shopping?



Figure 1: Top three reasons for shopping at a physical store: By generation

	Gen Z	Millennials	Gen X	Baby Boomers	Seniors
Ability to interact with the product	49%	52%	59%	63%	62%
Avoid shipping costs	72%	47%	49%	47%	57%
Gives me gift ideas and inspiration	29%	40%	43%	49%	51%
Easier to make returns later	23%	31%	33%	39%	55%
Need to acquire gifts immediately	42%	34%	33%	25%	31%

■ Most-selected reason   
 ■ Second-most-selected reason   
 ■ Third-most-selected reason

Source: Deloitte 2017 holiday survey.  
 Deloitte Insights | [deloitte.com/insights](http://deloitte.com/insights)

**The Most Important Reason:  
Interactions with the product**

**Age Group at Physical Shopping:  
Baby Boomers/Seniors**

**Instant Customer Service is also  
important to people**







# What customers care while they do shopping?



Figure 2: Top three reasons for shopping online over in-store: By generation

	Gen Z	Millennials	Gen X	Baby Boomers	Seniors
Convenience—comfort of shopping from home	66%	67%	76%	83%	77%
Time savings	64%	66%	74%	75%	74%
Free shipping	68%	61%	72%	75%	80%
Home delivery	48%	56%	71%	72%	77%

■ Most-selected reason   
 ■ Second-most-selected reason   
 ■ Third-most-selected reason

Source: Deloitte 2017 holiday survey.  
 Deloitte Insights | [deloitte.com/insights](http://deloitte.com/insights)

**The Most Important Reason:  
Free Shipping and Time Saving**

**Age Group in Online Shopping :  
Gen Z or Millennials**

**Ease to get the products and  
delivery are important as well**

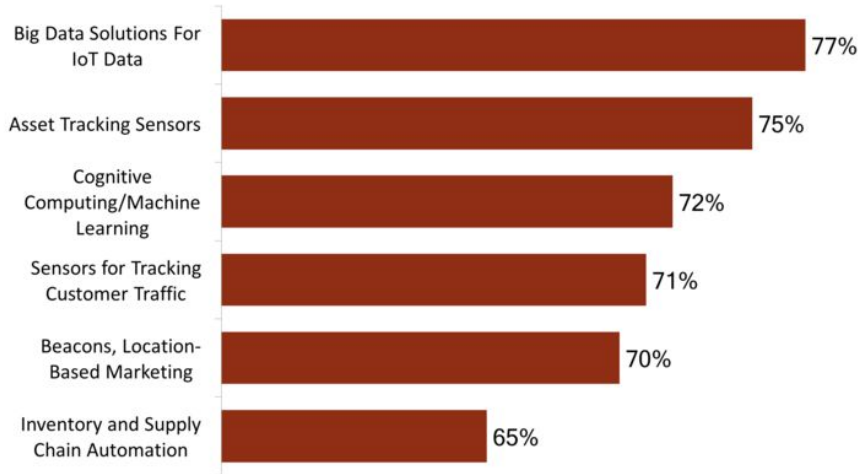




# Emerging Market Opportunities - Artificial Intelligence

## Percentage Of Retailers Planning To Invest In AI And IoT Technologies By 2021

Global



People start to integrate data analytics and artificial intelligence into our daily lives

**57.9 %** Of Business with Big Data Tech have AI Solutions Deployed

**48.5%** Of People agreed that augmented communication can provide them with much effective business solutions

n=1,700  
Source: Zebra Technologies, 2017

BI INTELLIGENCE

Background

Business Landscape

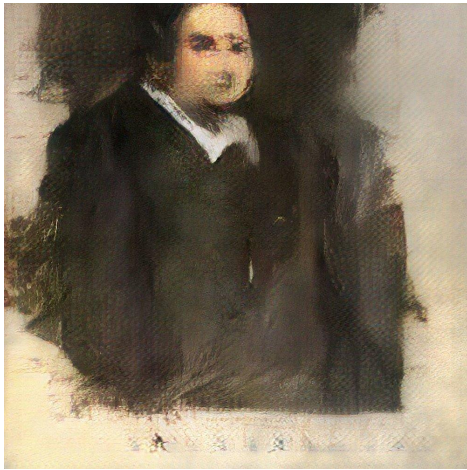
Market Opportunities

Marketing Mix





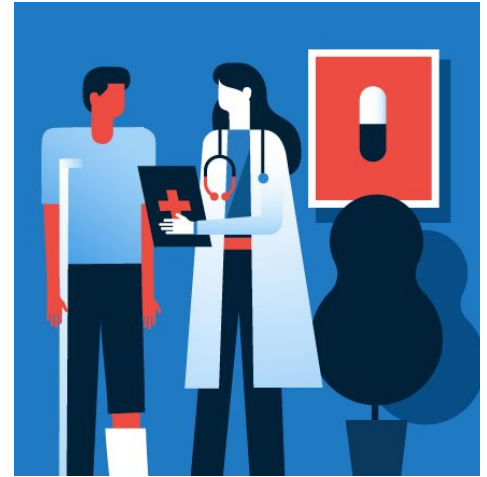
# Emerging Market Opportunities - Artificial Intelligence



**Content Creation**



**Transportation**



**Healthcare**

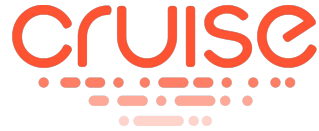




# Emerging Market Opportunities - Autonomous Systems



Autonomous Vehicles considered to be new boom to the autonomous market in the United States



Safety

94 % of accidents caused by human errors

Traffic Control

40% of congestion caused by bottlenecks



- By **2025**, Public Transportation System will have autonomous vehicles do business on road
- By **2030**, autonomous vehicles believe to be full autonomous with driverless feature

Background

Business Landscape

Market Opportunities

Marketing Mix





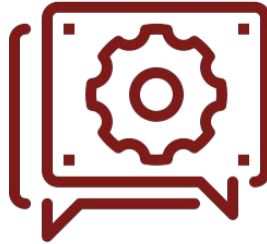


# Emerging Market Opportunities - Autonomous Systems



## Ride - Sharing Services

- Using driverless vehicles as main carrier
- Ease congestion problem



## Gadget Development

- Develop safety enhancement gadgets
- Solve technical issues involved



## Logistics

- Provide 24/7 Logistics services
- Minimize time required

### Background

### Business Landscape

### Market Opportunities

### Marketing Mix





# Emerging Market Opportunities - AR/VR



Revenue in AR/VR targeted to hit **USD \$100 Billion** by 2020

AR/VR in education market targeted to hit **USD \$300 million** by 2020

**500 Million** VR/AR Headsets and Glasses will be sold by 2020

**1018 companies** in US Angelisted themselves within the AR/VR industry by Sep 2016



## Major Trend in 2017 : Pokemon Go !

- Integrate pokemon characters into real life through augmented reality
- Using a single phone device and GPS can enhance players' gaming experience



Background

Business Landscape

Market Opportunities

Marketing Mix





# Emerging Market Opportunities - AR/VR



**Education**



**Retail and Fashion**



**Healthcare**

Background

Business Landscape

Market Opportunities

Marketing Mix







# 4Ps of America



## Price

Diverse pricing options with many different market opportunities

- Little to no government price controls
- Distinct high, middle, and lower classes

## Place

Decline of traditional retail outlets and growing online marketplace

- Internet retail boom
- Vast infrastructure to support commerce

## Product

Diverse range of products can cater to segmented population

- Boom in consumer electronics and software
- Convenience is highly valued

## Promotion

Many channels of promotion available, including digital, media, and print channels

- Omni-Channel promotion is growing
- Population desires brand interaction

Background

Business Landscape

Market Opportunities

Marketing Mix







# Many Pricing Options depend on the Product Offered

01	Premium Pricing	<ul style="list-style-type: none"> <li>Set prices higher than competitors to gain the perception of higher quality</li> <li>Ideal for new products and small businesses which sell unique goods</li> </ul>
02	Penetration Pricing	<ul style="list-style-type: none"> <li>Offer lower prices to attract customers away from other brands</li> <li>Can caused loss in the beginning but can result in increased brand awareness and growth</li> </ul>
03	Economy Pricing	<ul style="list-style-type: none"> <li>Marketing and promotion costs are minimized in order to reduce prices</li> <li>Primarily used by large companies, including food suppliers and discount retailers, not recommended for new brands</li> </ul>
04	Price Skimming	<ul style="list-style-type: none"> <li>Prices are initially set high, then reduced gradually as competitors enter the market</li> <li>Primarily used when introducing a new, highly innovative product</li> </ul>
05	Psychology Pricing	<ul style="list-style-type: none"> <li>Setting the price slightly lower in order to appeal to the emotional side of the customer. EX: \$199 instead of \$200</li> <li>Proven strategy to encourage purchases, even if result is small</li> </ul>

[quickbooks.intuit.com/r/pricing-strategy/6-different-pricing-strategies-which-is-right-for-your-business/](https://quickbooks.intuit.com/r/pricing-strategy/6-different-pricing-strategies-which-is-right-for-your-business/)





# Wide Internet Coverage



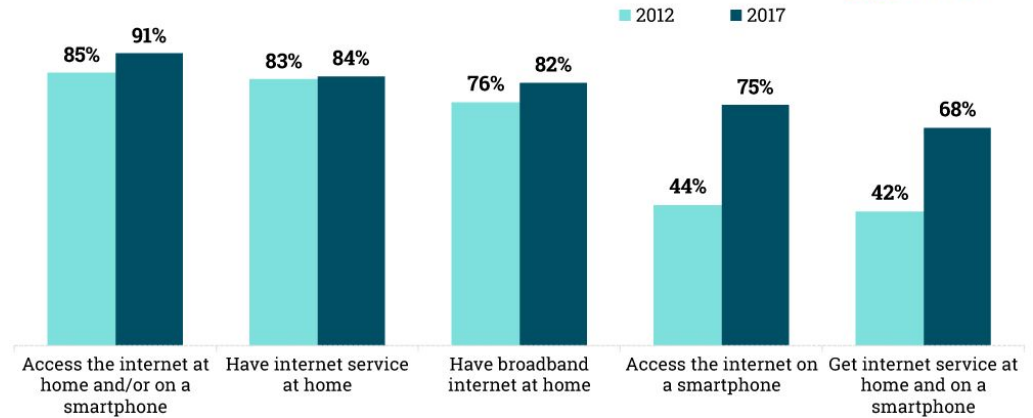
Majority of Americans have internet access

40% of Americans use the internet to make purchases once a month

The internet is the focal point of marketing activities in the US



## US Adults' Internet Access



Published on MarketingCharts.com in January 2018 | Data Source: Leichtman Research Group

2017 data based on telephone interviews with 1,203 adults ages 18 and older

[www.digitalcommerce360.com/article/global-ecommerce-sales/](http://www.digitalcommerce360.com/article/global-ecommerce-sales/) [www.statista.com/topics/2477/online-shopping-behavior/](http://www.statista.com/topics/2477/online-shopping-behavior/)

Background

Business Landscape

Market Opportunities

Marketing Mix



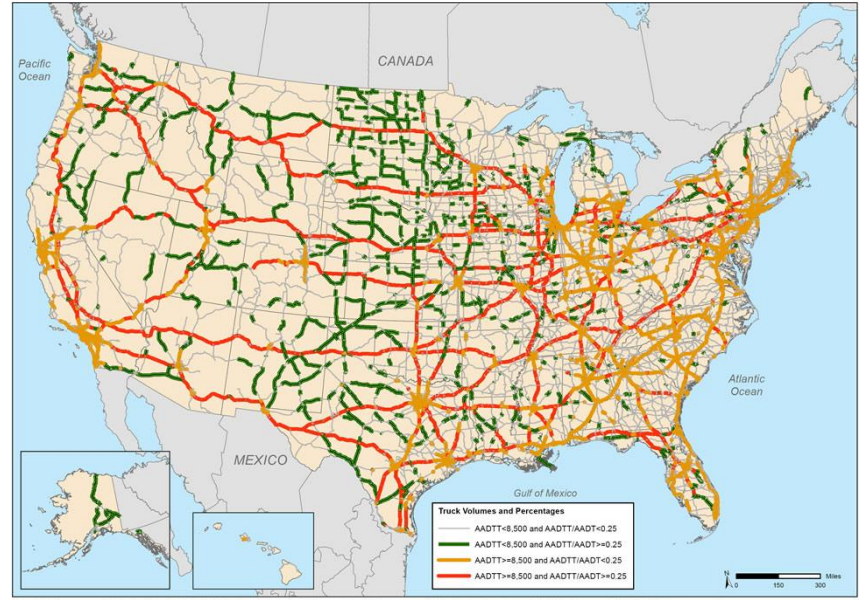


# Large Distribution Channels



- Large distribution network
  - Trucking is the primary method of transportation
  - Large highway system
  - Use USPS, UPS or Fedex to outsource transportation
  - Many ports make use of containerization
- Vast network of rentable warehouses

Major Truck Routes on the NHS: 2040



Note: AADTT is average annual daily truck traffic and includes all freight-hauling and other trucks with six or more tires. AADT is average annual daily traffic and includes all motor vehicles. NHS mileage as of 2011, prior to MAP-21 system expansion. Source: U.S. Department of Transportation, Federal Highway Administration, Office of Freight Management and Operations, Freight Analysis Framework, version 3.4, 2013.





# Outsourcing to America Companies



**Many companies are available to outsource marketing operations**

Established and American companies have in-depth knowledge of the US market

Many options to choose from: Ranging from Accenture & Deloitte to small local agencies focused on one marketing function



Background

Business Landscape

Market Opportunities

Marketing Mix







# Toyota Enters the US Market



- Produce simple, affordable cars to mass market
- Produce inside the United States to reduce transportation and import costs
- Capitalize off of American companies misreading of the market
- Produce consistent quality at competitive price

**Toyota currently controls 14% of the US Automobile market & produces many vehicle class leaders**



**TOYOTA**

[money.cnn.com/galleries/2007/autos/0710/gallery.toyota\\_history/](http://money.cnn.com/galleries/2007/autos/0710/gallery.toyota_history/)

Background

Business Landscape

Market Opportunities

Marketing Mix





# Steps before Entry into US Market



1. Conduct research by contacting the trade commission of your own country & other online resources
2. Conduct a market feasibility study and competitor analysis
3. Consult American experts in the field
4. Hire Attorneys and Lawyers to aid in the application of patents and licenses (industry dependent)

## Key Point:

There are many different resources to aid in the entry to the American Market  
**Use Them!**



Background

Business Landscape

Market Opportunities

Marketing Mix





# Opportunities in the US Marketplace



## Technology Industry

- Use of the cloud is expected to expand by 60% in the next year
- Artificial intelligence use has risen by 53% from 2017
- Battery technology is expanding at a rapid pace, from automobiles to handheld technology

## Convenience & Online Retailers

- Over half of Americans with internet shop online at least once a month
- Convenience companies, such as Uber and Airbnb, have taken traditional market share
- Voice-assistance has become widely accepted with 121.5 million monthly users

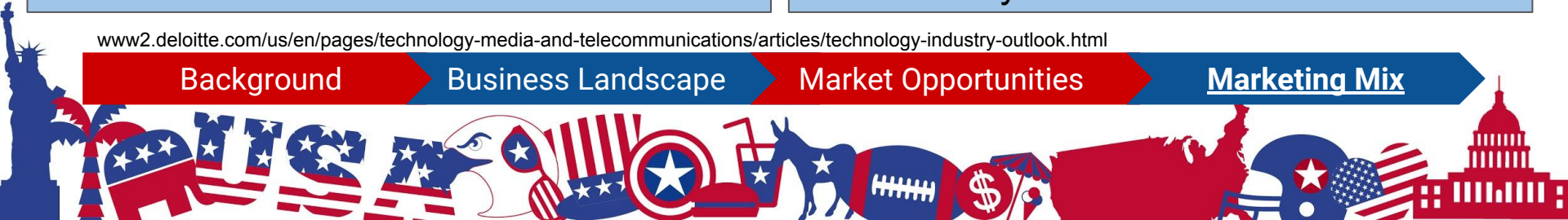
[www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/technology-industry-outlook.html](http://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/technology-industry-outlook.html)

Background

Business Landscape

Market Opportunities

Marketing Mix





# Opportunities in the US Marketplace



## Military & Public Defense

- The US military is the largest in the world
- Difficult to obtain military contracts as a foreign company
- Citizens own ~400 million firearms
- Complicated and evolving legislation can be a barrier to entry

## Elderly Care

- Baby boomer generation is reaching old age rapidly with a size of over 75 million citizens
- Population with disposable income
- Current infrastructure is currently not large enough to handle this population

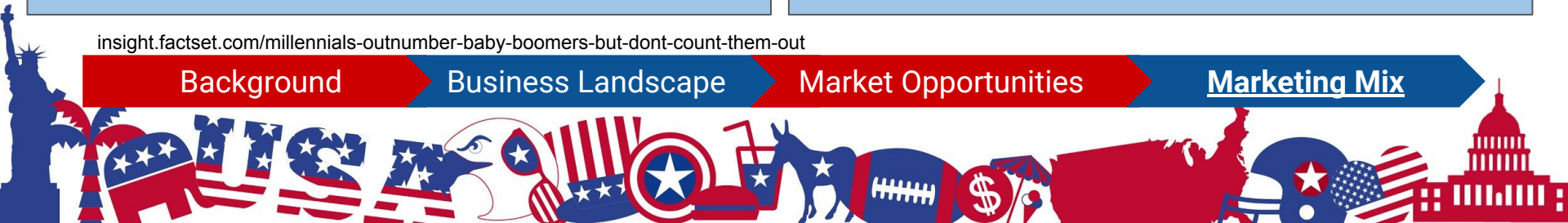
[insight.factset.com/millennials-outnumber-baby-boomers-but-dont-count-them-out](https://insight.factset.com/millennials-outnumber-baby-boomers-but-dont-count-them-out)

Background

Business Landscape

Market Opportunities

Marketing Mix





A stylized graphic of the American flag with wavy, layered stripes in blue, red, and white. A blue band with white stars is visible in the lower half of the image.

**Thank you!**

**Questions?**