



# Product Portfolio



A Case Study

# Scope of Work

## Problem Statement:

- To analyze boAt's current product portfolio and suggest strategy for it going forward

## Assumptions and Basis of Strategy:

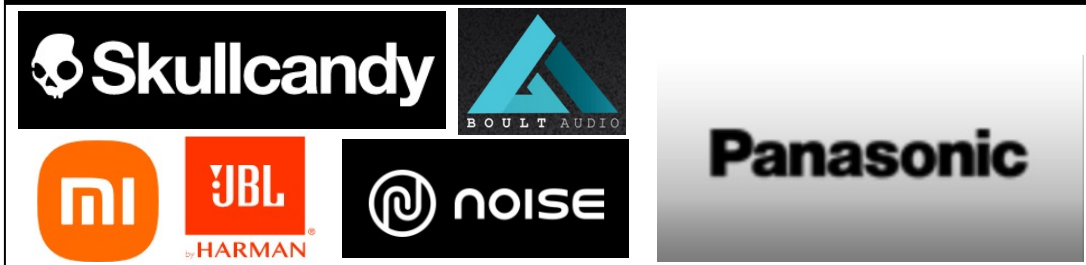
- boAt is at present targeting the price and quality conscious, young millennial user who regularly consumes digital content
- The strategy is devised in a three-pronged manner
  - In the immediate term, solidify the brand positioning
  - In the medium term, bring about enhancements to existing portfolio to further get entrenched into the Indian audio and lifestyle market through product differentiation
  - In the long term, build new lines of business to enter deeper into a consumer's lifestyle

# At present, boAt is positioned as a lifestyle brand with a primary focus on personal audio products

## Product Portfolio Snapshot

- 5 earphone brands; 2 speaker brands; 1 lifestyle brand; and accessories
- Number of SKUs by category:
  - Personal Audio: 118
  - Speakers: 46
  - Lifestyle: 14

## Competitive Landscape



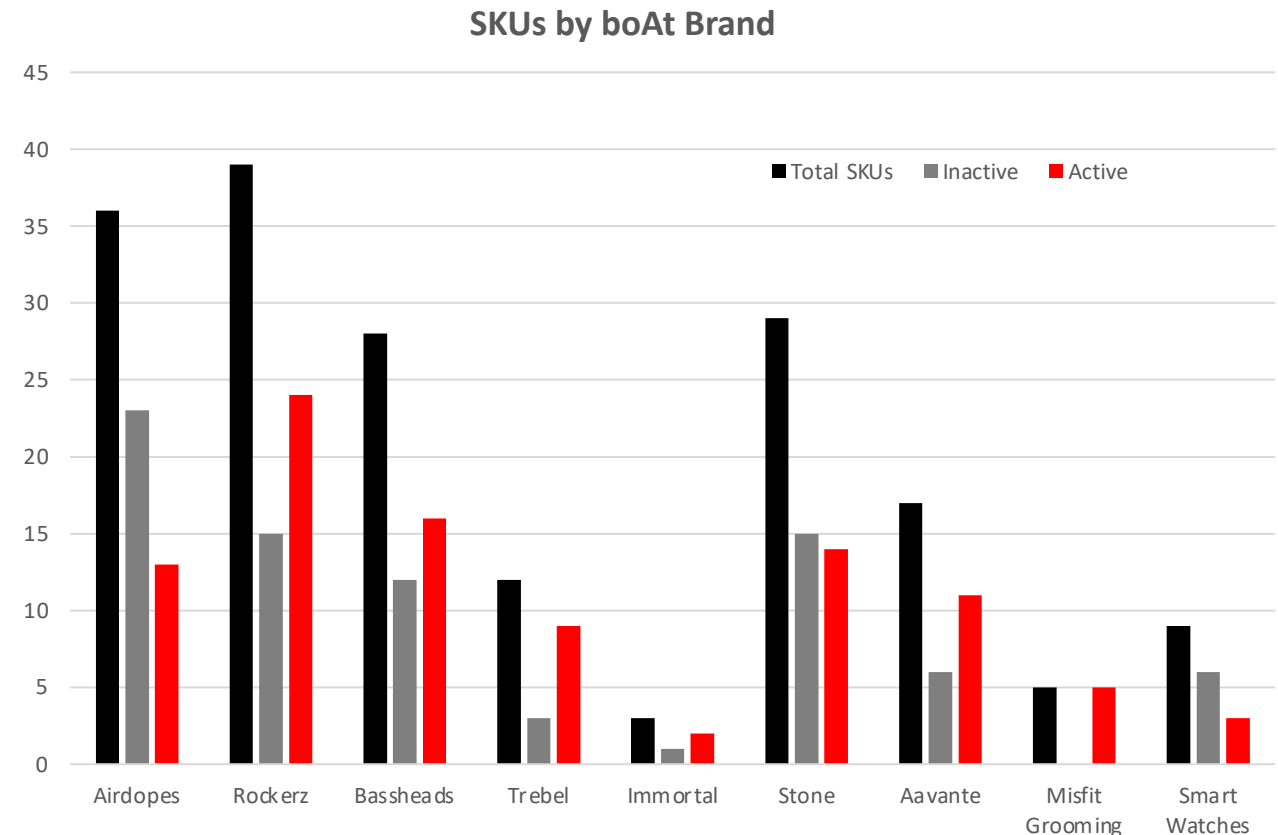
Source: <https://www.boat-lifestyle.com/>

## Main Offering Categories:

- Personal Audio
  - Bassheads Wired earbuds
  - Rockerz Wireless headphones
  - Airdopes True Wireless earbuds
  - Trebel True Wireless earbuds for women
  - Immortal Gaming headphones
- Speakers
  - Stone Portable Speakers
  - Aavante home audio
- Lifestyle
  - Misfit Grooming
  - Smart Watches

# 1. In the immediate term, the aim is to solidify boAt in the consumer's mind as stylish options at a fair price

- boAt's median number of SKUs across categories is 17. A lot of the categories have a large fraction of out-of-stock/inactive SKUs
- Competitors offer significantly fewer SKUs
  - For instance, Xiaomi offers a total of 17 SKUs across its entire audio portfolio
  - Similarly, Beats by Dre offers a single offering in each category, with 3-5 colour options
- Too many options indicate a confused brand positioning and make decision-making a pain point for a boAt customer



**Therefore, in the immediate term, boAt should look to solidify brand positioning by reducing the number of SKUs offered**

## 2. New product offerings in the medium-term can help establish boAt further as an audio and lifestyle brand



Fitness trackers for the health-conscious young customer who wants to monitor her health, physical activity, sleep cycles, body parameters etc while also wearing traditional watches is a needed addition to the lifestyle portfolio



As podcasts and webinars gain traction in the post-Covid world, offering devices with flat sound signatures for the purposes of mixing, mastering and recording may help boAt gain a significant edge over competition

### 3. In the long term, boAt should capture more touchpoints in customer's day to entrench itself further in their lives

- At present, 'connected home' devices are offered by a handful of companies such as Amazon and Google
- Most of these offerings are geared towards the connectivity and fail to provide high quality audio
- boAt can look to enter this segment as an alternate to these options at lower prices. Adding versions that communicate in local languages will increase the total addressable market
- Entering the consumer's home will act as a gateway and allow more involvement in the consumer's life- eventually, all connected devices in a home can be potentially carry the boAt brand