TheCaseSolutions.com



Current product offerings Thecasesolutions.com

First in wall subwoofer
 First three channel amplifier
 First in wall speaker with adjustable high frequency control
 Most recent product-Symphony

Key Revenue Sources Thecasesolutions.com

Current Issues The cases olutions.com Senance lost approximately 50% of it's eachers, Senance's certent considere do not much original training. Strong competition is causing profilmrunging to deckine.

History of Sonance

Thecasesolutions.com

- · High end audio company created in 1982
- Designed first in-wall speaker for home installation
- · High demand for new design in early years
- Relationships with approximately 1000 dealers
- · Trouble in the early 2000's

Decision

- Focus on retail consumer markets and support iPort
 Mend relationships with high end custom installers
- end custom installers
 introduce new architectural
 series at \$1470

Kaweyan: Female Entrepreneurship and the Past and Future of Afghanistan (B)

Competition

- Competitors acquire Nortek
 Competition driving down price
- Sonance needs new product to me changes in industry

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Current product offerings

- First in wall subwoofer
- First three channel amplifier
- First in wall speaker with adjustable high frequency control
- Most recent product-Symphony Extreme
- Won Hi-Fi Grand Prix Award

Key Revenue Sources Thecasesolutions.com

Competition

- Large and diversified market
- Competitors acquire Nortek
- Competition driving down prices
- Sonance needs new product to meet changes in industry

Current Issues

Thecasesolutions.com

- Sonance lost approximately 50% of it's dealers
- Sonance's current operations do not match original strategy
- Strong competition is causing profit margins to decline

Housing Data

Potential new product

Thecasesolutions.com

iPort

- In wall docking station for Apple iPod
- Price: \$598
- Sold exclusively through custom dealers who paid \$300
- · Cost \$150/ unit to install
- Possible adaption for mass market
- \$1.2 million to modify
- \$3.5 million marketing budget

In-Wall Architectural Series Speakers

- Redesign of original product
- Invisible
- \$2 million to finish development
- \$200 to manufacture
- \$200 to install