

Specsavers Expansion in Canada

In Depth Analysis

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Client: Specsavers

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As the marketing agency Market for You, we are excited to present a comprehensive report to support Specsavers in expanding its footprint in Canada. We will cover the requested seven main points, ensuring that each recommendation is backed by data and insights. Specsavers has made significant strides in the Canadian market since its entry in 2021, achieving a milestone of 100 stores by 2024. Based on the research brief provided, this report outlines actionable recommendations for Specsavers to expand its business in Canada effectively. The recommendations address economic conditions, competitors, target market identification, product sustainability, pricing, promotional strategies, and location strategy.

Economic Conditions

Insights:

- The Canadian economy is currently stable but faces challenges such as inflation and rising costs of living, which may influence consumer spending on non-essential items like eyewear.
- Despite economic pressures, Canadians prioritize health-related expenses, including prescription eyewear, as it is considered a necessity.

Recommendations:

- **Flexible Payment Options:** We suggest that you plan to partner with insurance providers to make eyewear payments more affordable by introducing payment plans. This will allow consumers to save money during inflation and allow more options that users will enjoy.
- **Value Proposition:** Emphasize the affordability and quality of Specsavers products in marketing campaigns to appeal to cost-conscious consumers. Currently many eyeglasses' users are unfamiliar with your brand. By having campaigns to emphasize your brand awareness you are spreading the word out and also gaining potential customers for Specsavers.
- **Economic Monitoring:** We strongly suggest the importance of continuously monitoring economic fluctuation to adjust pricing and promotional strategies accordingly. This will allow you to keep updated with current economic conditions and to allow you to shift pricing as necessary when you notice price changes. If you need any assistance with setting up economic monitoring Market for You will be gladly to assist you in getting set up.

- **Consumer Education:** Launch initiatives to educate consumers on the importance of regular eye exams, leveraging the growing awareness of health and wellness.

By spreading the importance of eye exams many individuals will be more likely to engage with the Specsavers brand. This will help you attract potential new customers and keep current ones loyal.

Competitor Analysis

Insights:

- Specsavers faces competition from established players like LensCrafters, Hakim Optical, IBISWorld, BonLook and independent opticians. These competitors are dominating both online and brick-and-mortar sales with their well-established brands. Over at Specsavers you are just the little ones in comparison to these hard-hitting players.
- The market is competitive but not saturated, with opportunities for differentiation through pricing, customer experience, and product offerings.

Recommendations:

- **Differentiation Through Technology:** One way to get a serious competitive advantage over the competition is to invest in highly advanced/precise eye-testing technology. This allows you to capitalize on the market to differentiate yourself from your direct competitors.
- **Customer Experiences:** A quick tip we offer you is to focus on prioritizing the overall customer experience. Things you can consider doing include offering personalized consultations and quick in-store service.
- **Unique Selling Proposition:** Emphasize your commitment to customer service and community involvement to differentiate yourself from competitors. By having a unique selling proposition, you stand out from the crowd and become an incredibly attractive player in the market.

Target Market Identification

Insights:

- When we analyzed your customer data, we found that purchasing habits indicate a preference for affordability yet stylish eyewear. Convenience was also a big key factor with customers.

- We also discovered that families with children are a big target sector over at Specsavers. This sector seeks out budget friendly options for multiple family members.

Recommendations:

- **Loyalty Programs:** You should be considering implementing some loyalty program which offers discounts on future purchases made by families. Since most of your current users are in this group already, families with children, you are enticing them to keep coming back to you their eye health.
- **Digital Engagement:** Try using data driven insights to create personalized online marketing campaigns that target specific individuals. This will make them see your brand more frequently and will allow them to engage more frequently with the brand. Thus, improving your user engagement and outreach.

Product Sustainability

Insights:

Current product offerings are suitable but could be enhanced to meet evolving consumer demands. Customers are always shifting what they want so staying in the know of the current trends is essential for long-lasting survival. We also found out a major factor is having customized options available for order is popular among users.

Recommendations:

- Introduce a line of eyewear made from sustainable materials, promoting this initiative in all marketing efforts. Consumers like it when companies are helping to sustain the planet, so by including this it will be very appealing to many.
- **Recycling Program:** Launch a recycling program for old eyewear, encouraging customers to return their old glasses back to you for a discount on new purchases. This ties directly to the point that consumers like when companies help the planet. Having a recycling initiative not only helps sustain eyeglasses, as old ones can be made into new again, it drives return purchases. The customers who already have purchased from the Specsavers brand will more likely come back to you to return their old pair and then buy a new pair. This will help keep your sales going round and to greatly improve loyalty among the customers.
- **Improved Customization Options:** We see that you already offer customizable frames and lenses to cater to individual preferences, but some users may not be aware of these offerings. To make all users aware of customization you can

streamline the experience making it clearer to users what is being offered. An idea could be to have a board somewhere in the store showing off the different lense options available to select. This helps the user see what is available to them when making a decision. For frame customization an idea we have for you could be implementing an interactive display showing off the different frame options. This will allow the individual to virtually try on the glasses and to see how all the different options look. While doing this it allows them to pick their preferred style.

Pricing Strategy

Insights:

- We feel that Specsavers' pricing is competitive but could be further optimized to attract more customers without compromising on profitability.
- The average price of prescription eyewear in Canada is around \$300, with many consumers seeking high-quality options at lower prices.

Recommendations:

- **Bundle Offers:** Create package deals (e.g., buy one pair, get a second pair at a discount) to encourage higher volume sales. You want to load your customers up as they only see the optometrist once, maybe twice in a year.
- **Transparent Pricing:** Ensure transparency in pricing strategies to build trust, especially among price-sensitive customers.
- Also, as we discussed in Economic Conditions having flexible pricing. This allows all individuals to be able to get a pair of eyeglasses they need without making it unaffordable or out of their way.

Promotional Strategy

Insights:

To effectively promote Specsavers in Canada, it is crucial that all promotional materials maintain consistency across all channels whether it be digital, print, or in-store. This means using the same essential visuals, tagline, and key messages so that the experience is unified across all mediums. By doing so, customers will have a cohesive experience that reinforces the brand's identity as a provider of affordable, high-quality eyewear.

Additionally, it is essential that promotions are easy to understand, clear and straightforward language should be used to convey the benefits and terms of any offers.

This clarity not only attracts attention but also increases customer engagement, ultimately driving sales and building brand loyalty.

Recommendations:

- **Omnichannel Marketing:** Utilize a mix of digital and traditional advertising channels to reach a broader audience. Omnichannel allows you to reach many individuals all at once no matter where they are. Just remember to make all messages consistent to avoid any unnecessary confusions in what you are promoting or offering to your customers.
- **Educational Campaigns:** Launch campaigns emphasizing the importance of regular eye exams and Specsavers' role in providing affordable eyecare. At Specsavers we notice that you are not as well known when compared to your direct competitors. A way of combating that is to promote yourselves as to why choose you. By having a campaign for the importance of eye exams this emphasizes the reason of why chose you. You are informing the people that eye exams are an important part of their health, and they should use Specsavers.

Location Strategy

Insights:

- Urban areas have higher foot traffic and demand for eyewear, while suburban areas offer opportunities for growth due to less competition.
- Provinces like Ontario, British Columbia, and Alberta have the highest population densities and potential customer bases.
- **Regional Prioritization:** Focus on provinces with high population densities (Ontario, British Columbia, Alberta) while exploring opportunities in growing markets like Quebec and Manitoba.
- **Data-Driven Decisions:** Use location analytics to identify optimal store locations based on demographics, competition, and accessibility.
- **Pop-up Shops:** Experiment with pop-up shops in underserved markets to test demand before committing to permanent locations.

Budget Estimate for Research Project Completion

Overview:

To effectively complete this comprehensive market research project, we estimate a budget that includes personnel, tools, and resources necessary to gather and analyze data. Below is a breakdown of the estimated costs:

Items	Details	Estimated cost
Personnel	Market analysts, data scientists, project manager	\$16,000
Research Tools	Market analysis software, survey tools	\$7,000
Data acquisition	Purchase of industry reports and datasets	\$13,000
Focus groups/Surveys	Gathering participants	\$4,000
Reports & Presentation	Design and preparation of final report	\$4,000
Other Expenses	Travel, communication, and other unforeseen costs	\$1,500
Total		\$45,500

Closing Insights

This report outlines a strategic plan for Specsavers' expansion in Canada, informed by comprehensive market analysis and actionable recommendations. By implementing these strategies and adhering to the outlined budget, Specsavers can position itself as a leader in the Canadian eyewear market, fostering growth and enhancing brand loyalty among Canadian consumers.

We, at Market for You, look forward to collaborating on this project and driving Specsavers toward a successful expansion.