A CABINET OF CURiosITIES: Collectors and Collecting

Understanding motivations, markets and opportunities on a global and hyper-local scale

Client:
“An entrepreneur”

Context:
Our client’s area of interest is in collectors and collecting. She is a serial entrepreneur interested in finding the best opportunity to launch a new business venture to serve collectors’ needs. She is interested in opening a “gallery” or serving as a “middle-man” or “representative” to distribute goods. For her, it is all about the BEST BUSINESS OPPORTUNITY. She is willing to consider any goods, including the illicit.

Problem:
The essential problem is to understand what drives collectors. What do they want and need? Which collectors represent the best market to serve – ranging from the connoisseur to the hoarder? How can you document consumers, markets and activities that are secretive and wish to remain UNDOCUMENTED.

You will research and analyze markets and assess the business opportunity. You will write a report/business plan documenting your findings, your recommendation and your proposed strategy for implementation.

Collection Choices:
As a team, select any collector’s item you determine is the best opportunity. What UNEXPECTED items can you discover?

Considerations:
- How do you define collector markets and how they operate?
- How can you quantify pricing and the size of the financial opportunity in markets that might defy public awareness and formal structures and may not have public information?
- Who are the sellers and what drives them?
- Who are the collectors and what drives them?
- What are the implications of their actions?
- What ethical tensions exist and how do they impact risk and pricing?
- How do the opposing forces of Sellers chasing dollars and Buyers chasing the thrill of ownership affect market choices and impact pricing?
Outcomes / Deliverables:
A report of your “Business Plan” for your client. Use Powerpoint to create a report that is both graphic and visual. This is a REPORT not a SLIDE PRESENTATION.

- Slide 1: Title Page, Team #, Team members, Specific Market
- Slide 2: Executive Summary
  o Brief description of the market
  o Key insights
  o Assessment of the Opportunity
- Slide 3: Research methodology
  o Quantification of research
  o Description of methods
  o Samples
- Slide 4: A detailed overview of the forces affecting the collector market of your choosing
  o Market forces on a global and hyper-local scale
  o External Regulation
  o Market systems (your Maps of the As Is situation)
  o stakeholders
  o the role of technology
- Slide 5: The Market
  o size of markets
  o biggest players (global/ local)
  o competition (global/ local)
  o risks
  o an assessment of the potential OPPORTUNITY
- Slide 6: Profiles of sellers and buyers (Your Personas)
  o Who they are
  o Their needs, motivators, drivers
- Slide 7: Market Systems and Operation
  o Provide visual and text-based representations of the market and how it operates.
  o include supply chain sourcing products to sell, marketing, sales process, purchase
- Slide 8: Financial data historical and current
  o Quantify historical and current pricing and provide an explanation of your methodology, sources, accuracy, limitations
  o dynamic pricing if it is prone to fluctuations
  o Financial data about the opportunity
- Slide 9: Conclusion
  o Summation of your assessment of the market and opportunity.
  o What is your recommendation?
- Slide 10
  o sources