EXAMPLE REVIEW · ENTIRELY FICTIONAL

Example Market Gap Review: Beacon & Bay Home & Living

How multi-signal market gap analysis becomes a commercial decision. Every business, competitor, ad and figure on this page is fictional.

An Australian case study. LDH Insights prepares Market Gap Reviews for businesses across Australia, the United States, Canada , New Zealand and the United Kingdom.

Business
Independent furniture retailer · regional showroom with national delivery

Market
Primary local market and secondary regional catchment · Australia-wide online

Review focus
Should we expand into premium all-weather outdoor living for coastal homes?

Prepared
October 2026 · 5 nominated and discovered competitors

EXECUTIVE RESULT

Commercial verdict

> A qualified gap exists in modular all-weather outdoor lounge sets for coastal homes. Demand is growing, only one of five competitors clearly offers it, and the timing supports a controlled range test for the 2027 season — not a full category launch.

Overall confidence: **Moderate–high**

CORE ANALYSIS · MARKET GAP ANALYSIS

Market Gap Analysis

WHAT THIS ANALYSIS DOES

Market Gap Analysis tests where customer demand is moving, what competitors visibly offer, and how your own business currently responds to the same needs.

It reads demand over time — a six-month primary trend, three-month momentum, and a twelve-month seasonality check — to distinguish sustained demand from recent momentum and weakening interest. Each customer need is then checked against competitors' actual websites and product or service evidence, while your own website is assessed against the same standard.

LDH combines those signals to identify where growing or sustained demand meets limited visible competitor coverage and a genuine gap in your current offer. Potential opportunities are then qualified against evidence quality, competitor coverage and commercial relevance before they appear in the Opportunity Landscape.

The result is not simply a list of popular searches. It is an evidence-led view of where the market may be leaving commercially useful space — and where the evidence says not to act.

WHAT IT MEASURES

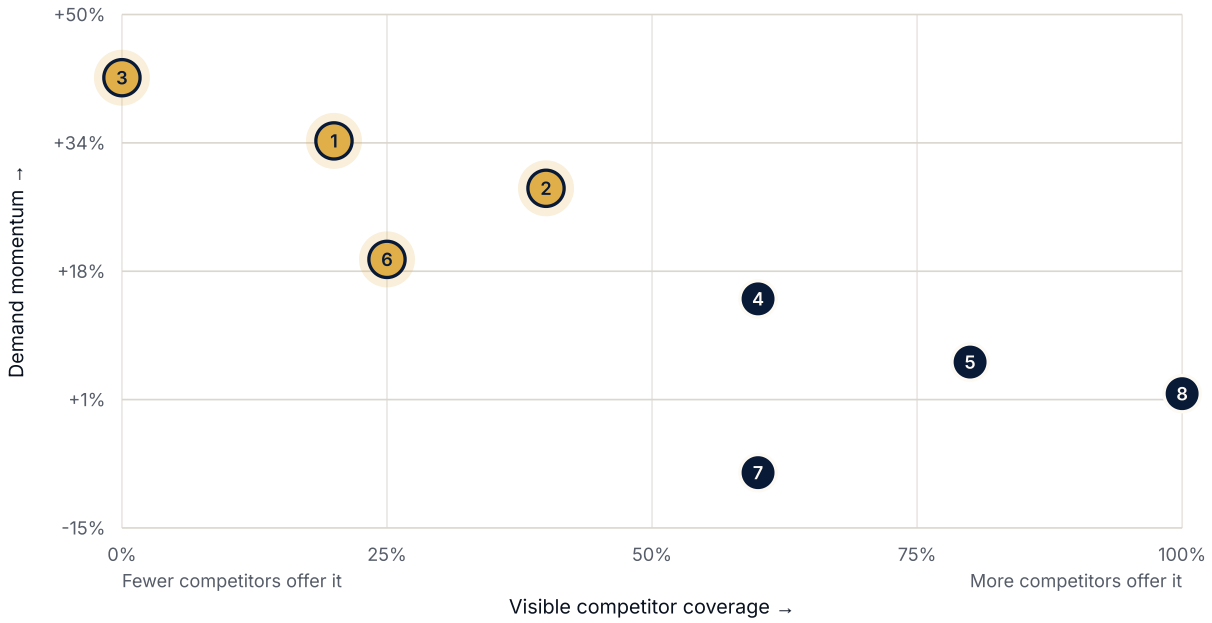
- 6-month trend
- 3-month momentum
- 12-month seasonality
- Competitor coverage
- Own-site coverage
- Opportunity qualification

DEMAND OVER TIME 6-month trend · 3-month momentum · 12-month seasonality check	**COMPETITOR COVERAGE** What assessed competitors clearly offer, merely mention, or do not clearly evidence
YOUR CURRENT OFFER Whether your own website already covers the same customer need	**OPPORTUNITY QUALIFICATION** Demand + competitive whitespace + business fit + evidence quality

Opportunity landscape

Eight customer needs, plotted by recent demand momentum and how many assessed competitors clearly offer each one.

Higher up the chart means demand has been growing faster over the last three months. Further right means more of the competitors assessed visibly offer it already.



Potential gap Ruled out — did not clear the evidence threshold

> The upper-left needs — growing demand, little competitor coverage — are where a gap can qualify.

Worth the closest look: Modular all-weather outdoor lounge sets, Compact extendable outdoor dining, Marine-grade coastal fire pit tables, Aluminium outdoor storage boxes.

1. Modular all-weather outdoor lounge sets POTENTIAL GAP
Momentum +34% · 1 clearly offered, 1 mentioned, 3 no clear evidence (5 assessed brands)

2. Compact extendable outdoor dining POTENTIAL GAP
Momentum +28% · 2 clearly offered, 1 mentioned, 2 no clear evidence (5 assessed brands)

3. Marine-grade coastal fire pit tables POTENTIAL GAP
Momentum +42% · 0 clearly offered, 1 mentioned, 4 no clear evidence (5 assessed brands)

4. Sun-loungers with quick-dry foam RULED OUT
Momentum +14% · 3 clearly offered, 1 mentioned, 1 no clear evidence (5 assessed brands)

5. Balcony bistro sets RULED OUT
Momentum +6% · 4 clearly offered, 0 mentioned, 1 no clear evidence (5 assessed brands)

6. Aluminium outdoor storage boxes POTENTIAL GAP
Momentum +19% · 1 clearly offered, 0 mentioned, 3 no clear evidence (4 assessed brands) · 4 of 5 competitors assessed

7. Outdoor bar carts RULED OUT
Momentum -8% · 3 clearly offered, 1 mentioned, 1 no clear evidence (5 assessed brands)

8. Recycled teak bench dining RULED OUT
Momentum +2% · 5 clearly offered, 0 mentioned, 0 no clear evidence (5 assessed brands)

Ruled out — and why

Balcony bistro sets

Four of five competitors already clearly offer them. Demand is real but crowded.

Outdoor bar carts

Demand fell 8% over the recent period. Not worth range space.

Recycled teak bench dining

Every competitor assessed offers it — highly commoditised.

Sun-loungers with quick-dry foam

Borderline. Modest growth and three competitors already offer it. Watch, don’t launch.

Evidence safeguards applied

> Pages the reader could not open are labelled “Unable to verify” — never assumed absent.

> Search interest shows demand, not guaranteed sales.

> No ads in a sample does not mean a competitor is not advertising elsewhere.

> A review can conclude there is no qualified gap. Four of eight needs here were ruled out.

MARKET GAP ANALYSIS · MARKET COVERAGE MATRIX

The evidence behind the verdict

Every customer need was checked against each competitor's own pages. This is the core answer; the seven supporting capabilities below strengthen, weaken or qualify it.

Market Coverage Matrix

What each business visibly offers on the pages reviewed. One cell was checked by hand and carries its provenance.

	Beacon & Bay YOU	Coastal Living Co	Surfcoast Timber	Bay Furniture Barn	Modus Outdoor	Saltwater Living
Modular all-weather outdoor lounge sets POTENTIAL GAP	No clear evidence found	No clear evidence found *Verified by consultant · 8 Oct 2026*	Mentioned only	No clear evidence found	Clearly offered	No clear evidence found
Compact extendable outdoor dining POTENTIAL GAP	Mentioned only	Mentioned only	No clear evidence found	No clear evidence found	Clearly offered	Clearly offered
Marine-grade coastal fire pit tables POTENTIAL GAP	No clear evidence found	No clear evidence found	Mentioned only	No clear evidence found	No clear evidence found	No clear evidence found
Sun-loungers with quick-dry foam	Clearly offered	Clearly offered	No clear evidence found	Clearly offered	Mentioned only	Clearly offered
Balcony bistro sets	Clearly offered	Clearly offered	No clear evidence found	Clearly offered	Clearly offered	Clearly offered
Aluminium outdoor storage boxes POTENTIAL GAP	No clear evidence found	No clear evidence found	No clear evidence found	Clearly offered	Unable to verify	No clear evidence found
Outdoor bar carts	Clearly offered	Clearly offered	No clear evidence found	Mentioned only	Clearly offered	Clearly offered
Recycled teak bench dining	Clearly offered	Clearly offered	Clearly offered	Clearly offered	Clearly offered	Clearly offered

"No clear evidence found" means the reviewed pages did not show the offering — not proof it is unavailable. "Unable to verify" is left out of the coverage count rather than treated as absent.

CONSULTANT VERIFICATION · ONE CELL

Coastal Living Co × Modular all-weather outdoor lounge sets

Automated baseline

Unable to verify — the product pages sat behind a pop-up the automated reader could not pass.

Current effective state

No clear evidence found

Verified by consultant · 8 Oct 2026

The consultant opened the pages manually and found no modular lounge collection. This changes one cell only; it is not proof the business could never supply it.

EVIDENCE ANALYSED

8 customer needs × 5 competitors and Beacon & Bay's own site; 1 cell verified by hand.

KEY FINDING

Modular lounge sets and fire pit tables are growing and barely served. Bistro sets and teak dining are crowded.

WHY IT MATTERED

It separated real openings from crowded categories before any money was committed.

SUPPORTING ANALYSIS · WHAT SHAPED THE RECOMMENDATIONS

Explore what this review uncovered

Open an analysis to see what we investigated, what we found and what it means for the business.

This example shows all seven supporting analyses. The analyses included in your review will depend on your business question and the availability of suitable data.

SUPPORTING INTELLIGENCE 1 OF 7

Customer Voice Intelligence

WHAT THIS INTELLIGENCE DOES

Looks beyond an average star rating to find what customers repeatedly value, complain about and expect — across the business and its nearby competitors. It compares review patterns and how they are moving over time, so recurring friction becomes commercial evidence rather than anecdote.

Reputation against nearby competitors

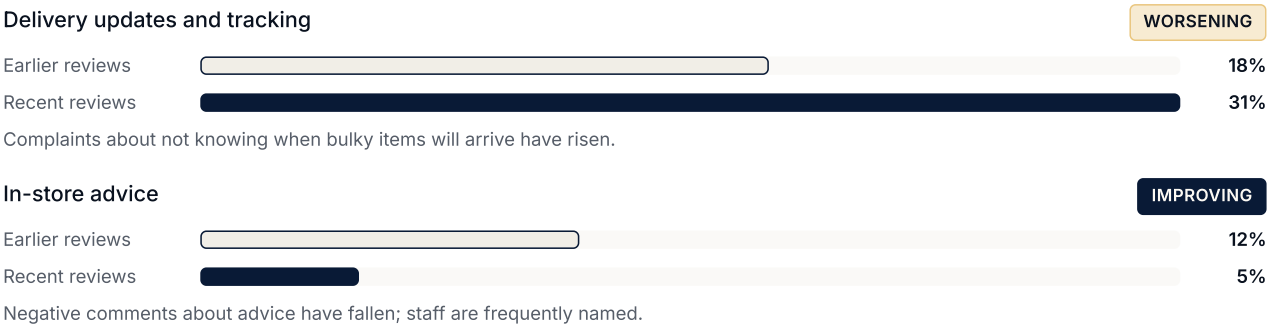
310 public reviews of Beacon & Bay, against the average of five nearby competitors.



Customers trust the showroom team. That trust is an asset for a premium outdoor range — if delivery communication keeps up.

How customer concerns are moving

Share of mentions that are negative, earlier reviews against the last six months.



EVIDENCE ANALYSED	KEY FINDING	WHY IT MATTERED
310 public reviews of Beacon & Bay against five nearby competitors, split into earlier and recent periods.	Rated above the nearby benchmark and praised for advice, but complaints about delivery updates have risen from 18% to 31%.	Delivery communication moved into the first 30 days — a premium bulky range would amplify it.

SUPPORTING INTELLIGENCE 2 OF 7

Demand Timing

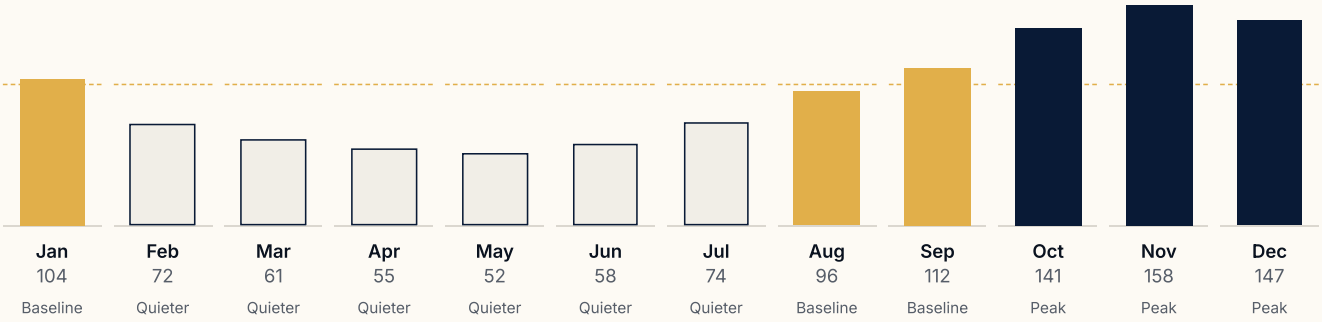
WHAT THIS INTELLIGENCE DOES

Reads 12-month seasonal search behaviour to show when interest begins rising, peaks and eases — not just whether it exists. It turns that pattern into act-by windows, so the business prepares, stocks and promotes before demand peaks rather than reacting after it.

Pattern	Rises above average	Drops below average	Buying cycle
Strongly seasonal	From September	From February	Considered purchase (2–6 weeks)

12-month relative demand profile

Saved monthly demand index · 100 = average month. Relative interest only, not sales or local market size.



Act-by planning windows

CONFIRM RANGE AND SUPPLIERS

By end of March 2027

Preparing for: the 2027 season. This year's peak is already under way. Lead times for modular outdoor furniture run 12–16 weeks.

STOCK IN SHOWROOM

By mid-July 2027

Preparing for: the August rise. Searches start climbing in August, well before the weather turns.

PROMOTE

August – December 2027

Preparing for: the peak. Interest is highest from October and falls sharply after mid-January.

EVIDENCE ANALYSED

12-month seasonal search behaviour for outdoor furniture terms in Australia.

KEY FINDING

Interest rises above an average month from September, peaks October–December and drops below average from February.

WHY IT MATTERED

This year's peak is already under way, so the test targets the 2027 season — the range must be ordered by March 2027.

SUPPORTING INTELLIGENCE 3 OF 7

Social Attention Intelligence

WHAT THIS INTELLIGENCE DOES

Reads a bounded sample of public short-form posts to see which products, styles and questions are attracting attention now. Each signal is graded as recurring, emerging or weak, so early interest is treated as a lead worth testing — never as proof of sales.

Topic	Period	Platforms	Confidence
Coastal outdoor living	Last 90 days	TikTok and Instagram Reels	Medium

Natural rope and modular layouts	RECURRING	Rope-weave and reconfigurable lounge setups appeared repeatedly across creators, with the highest observed engagement in the sample. **Why it matters:** Points the range test toward rope-detail modular configurations.
"Will it survive salt air?"	RECURRING	Durability near the coast was the most common question in comments on outdoor furniture posts. **Why it matters:** Corrosion-resistant materials and warranties should lead the messaging.
Small-space fire pit corners	EMERGING	A handful of recent posts styled compact fire pit tables with lounge modules. **Why it matters:** Supports pairing a small fire pit pilot with the lounge range.
Dark synthetic wicker	WEAK — POSSIBLY A ONE-OFF	Appeared in few posts, mostly older styling content — possibly a one-off. **Why it matters:** No reason to feature it in the test range.

Supporting social content (fictional sample posts)

TIKTOK · @SALTANDTIMBER.HOME

"Rearranged our modular rope lounge three ways for one tiny deck."

48,200 views · 3,910 likes · 214 comments

INSTAGRAM REELS · @COASTAL.NEST

"Six months by the beach — here's what rusted and what didn't."

31,500 views · 2,240 likes · 389 comments

TIKTOK · @SMALLYARD.STYLING

"Fire pit corner on a budget for a small courtyard."

12,800 views · 960 likes · 71 comments

Fictional sample posts — no links. Engagement is attention evidence, not purchases; TikTok and Instagram counts are not directly comparable.

Opportunities the attention points to

Ranked strongest first. Attention-led opportunities to validate — each feeds a prioritised decision below.

STRONG CONFIDENCE

Lead the range test with rope-weave modular configurations, shown proving their coastal durability

The two recurring signals meet here: reconfigurable rope-detail layouts drew the highest engagement, and “will it survive salt air?” was the most common comment question. Content that shows both answers the buyer’s main hesitation at the moment of interest.

Natural rope and modular layouts · “Will it survive salt air?” · @saltandtimber.home · @coastal.nest

FEEDS: **Priority 01 · modular lounge test, and Priority 03 · social video test**

MODERATE CONFIDENCE

Style compact fire pit corners with the lounge modules as a cross-merchandising add-on

Small-space fire pit corners are an emerging theme — fewer posts, but recent and consistent. It supports pairing a small fire pit pilot with the lounge display rather than launching fire pits as a standalone line.

Small-space fire pit corners · @smallyard.styling

FEEDS: **Priority 02 · fire pit pilot**

RECOMMENDED NEXT MOVE

Publish six short showroom videos featuring two rope-detail modular configurations, including a salt-air durability demonstration

WHY

Tests whether the attention converts into local interest in Beacon & Bay before any stock is committed for the 2027 season.

HOW TO MEASURE

Saves, comments asking about price or availability, and showroom enquiries naming the range — compared with the store’s usual video content.

TIMEFRAME

4 weeks, finishing before the range decision in January 2027

DECISION IT INFORMS: Strong response keeps rope-detail modular as the lead configuration in the test order; a weak response narrows the range to the most-saved layout.

EVIDENCE ANALYSED

Bounded sample of 60 public posts on TikTok and Instagram Reels, last 90 days.

KEY FINDING

Rope-detail modular layouts and coastal durability are recurring themes; small fire pit corners are emerging; dark wicker is weak.

WHY IT MATTERED

It decided which configurations lead the lounge test, put salt-air durability at the front of the messaging, and supported pairing the fire pit pilot with the lounge display.

SUPPORTING INTELLIGENCE 4 OF 7

Advertising Intelligence

WHAT THIS INTELLIGENCE DOES

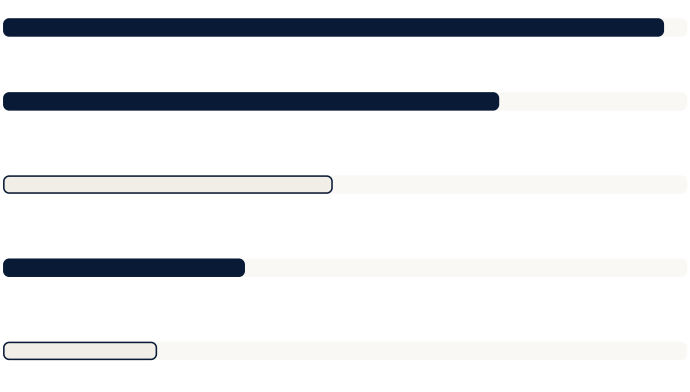
Examines what competitors repeatedly put money behind in paid advertising — not simply whether an ad exists. It separates active from historically observed ads, groups them into recurring commercial themes and measures how long each was observed, distinguishing short promotional bursts from sustained attention.

Ads collected	Active when checked	Historically observed	Advertisers observed
48	31	17	4 of 5

Meta Ad Library, Australia, observed 15 Jun – 9 Oct 2026. Of the active ads, 19 were direct commercial offers and 12 were commercially related activity.

Longest observed activity

Each bar runs from first to last observed date across the 116-day window.



Recurring commercial themes

Theme	Active ads	Advertisers	Longest observed
Early-bird outdoor dining offers	14	3	41 days
Quick-ship and clearance	11	2	84 days
Modular outdoor lounge	6	1	112 days
Fire pits and outdoor heating Inactive-only when checked — no active ads on this theme.	0	2	56 days

Example advertising observed (fictional sample creative)



MODUS OUTDOOR · RELATED ACTIVITY

“Build your own outdoor lounge, one module at a time.”

Observed for 112 days (19 Jun – 9 Oct 2026), still active when checked. The only advertiser on this theme.



BAY FURNITURE BARN · DIRECT OFFER

“In stock now — outdoor settings delivered in 5 days.”

Observed for 84 days (17 Jul – 9 Oct 2026), still active when checked. Theme: quick-ship and clearance.



MODUS OUTDOOR · DIRECT OFFER

“Spring early-bird: 15% off all outdoor dining. Order by 31 Oct.”

Observed for 41 days (30 Aug – 9 Oct 2026), still active when checked. Theme: early-bird dining.



COASTAL LIVING CO · HISTORICALLY OBSERVED

“Winter warmth: fire pit tables from $899.”

Observed for 56 days (15 Jun – 9 Aug 2026), no longer active when checked. Kept as research; not counted as current activity.

Fictional sample creative — no external links. In a real review each card links to the original ad. Long-running advertising shows sustained promotional attention; it does not prove profitability or sales.

EVIDENCE ANALYSED	KEY FINDING	WHY IT MATTERED
48 ads across five competitors, each with active status, first and last observed dates, offer type and theme.	Dining discounts are frequent but spread across three advertisers. Modular lounge advertising is rare — one advertiser — but has persisted for 112 days.	It pointed to a targeted modular range test rather than another discount-led dining campaign. No ads in the sample does not mean a competitor is not advertising elsewhere.

SUPPORTING INTELLIGENCE 5 OF 7

Local Demand Capture

WHAT THIS INTELLIGENCE DOES

Tests whether the business is actually visible when customers search in the markets it wants to serve. It samples searches across more than one catchment and for category terms, and checks listing health, to expose where existing demand may not be reaching the business.

Local demand capture at a glance

Four checks from sampled local searches. Observations, not a permanent ranking.

Visible in the primary local market?

STRONG

Top three in 4 of 6 sampled primary-market searches.

Visible in the secondary regional market?

NOT OBSERVED

Not observed in any of 6 sampled secondary-market searches.

Visible for outdoor furniture searches?

MIXED

Appears for general furniture but rarely for outdoor terms.

Listing complete and current?

STRONG

Hours, photos and categories complete; outdoor not listed as a category.

Where local demand is captured — and where it is missed

Six of the 12 sampled searches: the listings returned and where Beacon & Bay appeared.

Search	Market	Beacon & Bay	Top listing
“furniture store”	Primary local market	Position 2 of 20 listings	Bay Furniture Barn
“outdoor furniture”	Primary local market	Position 9 of 20 listings	Modus Outdoor
“outdoor lounge set”	Primary local market	Did not appear of 18 listings	Modus Outdoor
“furniture store”	Secondary regional market	Did not appear of 20 listings	Saltwater Living
“outdoor furniture”	Secondary regional market	Did not appear of 19 listings	Saltwater Living
“outdoor lounge set”	Secondary regional market	Did not appear of 16 listings	Modus Outdoor

Who appears beside you

Business	Searches appeared in	Best position	Rating
Modus Outdoor	9 of 12	1	4.6 (212)
Saltwater Living	7 of 12	1	4.4 (148)
Bay Furniture Barn	6 of 12	1	4.1 (390)
Beacon & Bay	**5 of 12**	**2**	**4.7 (310)**

12 searches sampled once each on one day. Positions move; this is an observation, not a permanent ranking.

EVIDENCE ANALYSED

12 sampled local searches across a primary local market and a secondary regional market, plus listing checks.

KEY FINDING

Strong for general furniture searches in the primary local market; not observed in any sampled secondary-market search or for outdoor lounge searches.

WHY IT MATTERED

Buyers for the new range were searching where Beacon & Bay was least visible — category listing and regional pages joined the roadmap.

SUPPORTING INTELLIGENCE 6 OF 7

AI Recommendation Visibility

WHAT THIS INTELLIGENCE DOES

When a prospective customer asks an AI assistant who to consider, does the business appear — and if not, who does? This samples commercially relevant questions, checks whether the business is known, recommended and described accurately, and records which competitors were suggested instead.

AI recommendation visibility at a glance

Four checks from a saved sample of AI answers. Observations, not a permanent ranking.

Is the business known?

STRONG

Named or suggested in 6 of 12 sampled answers about furniture stores in its primary local market.

Does it surface for the opportunity?

NOT OBSERVED

Not named in any answer about coastal outdoor furniture in its region.

Is it recommended?

PARTIAL

Recommended for indoor living, not outdoor.

Is what AI says accurate?

STRONG

Location, hours and range described correctly.

AI recommendation tests

Each buying question asked of each assistant, and what came back.

Buying question	ChatGPT	Gemini	Perplexity	Who appeared instead
“Best furniture stores in my area?”	Suggested	Named	Suggested	Bay Furniture Barn
“Where can I buy a modular outdoor lounge near the coast?”	Not named	Not named	Not named	Modus Outdoor, Saltwater Living
“Who sells outdoor furniture that won't rust near the beach?”	Not named	Not named	Not named	Modus Outdoor
“Independent homewares and furniture shops worth visiting?”	Suggested	Named	Named	—

ChatGPT: named in 0 of 4, suggested in 2 **Gemini:** named in 2 of 4, suggested in 0 **Perplexity:** named in 1 of 4, suggested in 1

Who AI suggested instead

Businesses named or put forward for coastal outdoor furniture prompts.

	Named in	Suggested in
Modus Outdoor	6 of 12 answers	4 of 12 answers
Saltwater Living	3 of 12 answers	2 of 12 answers

Counts refer to sampled answers, not customers, purchases or market share.

AI visibility shows recommendation exposure, not customer demand.

ONE ANSWER WE READ

“Where can I buy a modular outdoor lounge near the coast?”

Perplexity · Did not name you

> *For modular outdoor lounges in the region, shoppers often look at Modus Outdoor, which carries reconfigurable all-weather ranges, and Saltwater Living, which focuses on coastal-grade outdoor pieces…*

WAS WHAT AI SAID ABOUT YOU RIGHT?

Location: Correct in every answer that named the business.

Range: Described as an indoor furniture and homewares store; outdoor furniture was not mentioned in any answer.

EVIDENCE ANALYSED

12 sampled AI answers — four buying questions across three assistants.

KEY FINDING

Named or suggested for general furniture questions; not named in any answer to the two coastal outdoor questions, where Modus Outdoor appeared most often.

WHY IT MATTERED

Visibility work for the new category was added to days 31–60.

SUPPORTING INTELLIGENCE 7 OF 7

Industry Intelligence

WHAT THIS INTELLIGENCE DOES

Adds the external forces that make an apparent opportunity stronger or weaker — supply and freight conditions, buyer expectations, cost pressure and structural change. It stops a recommendation resting on attractive demand alone while ignoring the economics around it.

CURRENT DIRECTION

Mixed

Spending on big-ticket furniture is steady, but outdoor categories are firmer than indoor.

CONFIDENCE IN THIS BRIEFING

Medium

Several current industry sources agree; regional detail is thinner.

BIGGEST PRESSURE

Delivery reliability

Late or unclear delivery is a leading complaint across furniture retail.

STRONGEST OPPORTUNITY

Durable coastal outdoor ranges

Buyers near the coast increasingly look for corrosion-resistant materials and long warranties.

THE BRIEFING IN ONE LINE

Outdoor furniture is holding up better than indoor, but the winners are competing on durability and delivery certainty, not price.

Why it matters here: A coastal lounge test is supported by the market backdrop only if Beacon & Bay can match warranty expectations and give buyers clear delivery dates.

INDUSTRY FORCE — SUPPORTS

Freight and landed cost

Container costs for imported bulky goods have stabilised.

Why it matters: A small range test can be costed with more confidence than in recent years.

Watch: Quarterly freight rates before the March 2027 order deadline.

INDUSTRY FORCE — RAISES THE BAR

Coastal warranty expectations

Premium coastal buyers increasingly expect 5-year corrosion warranties.

Why it matters: Suppliers without marine-grade finishes and long warranties are ruled out.

Watch: Warranty terms offered by the competitors that already sell modular lounge.

INDUSTRY FORCE — RISK

Delivery reliability

Late or unclear delivery is a leading cause of negative furniture-retail reviews.

Why it matters: A bulky premium range amplifies an existing delivery-communication weakness.

Watch: “Where is my order” enquiries after tracking updates go live.

INDUSTRY FORCE — NEUTRAL

Housing and renovation activity

Renovation spending is steady rather than growing.

Why it matters: The opportunity rests on a category shift, not a rising tide — a controlled test, not a launch.

Watch: Renovation approvals in the primary local market.

WHAT TO PAY ATTENTION TO NOW

- Supplier warranty terms before committing to a range.
- Freight quotes for bulky imported goods ahead of the supplier decision.

WHAT NOT TO OVERREACT TO

Short bursts of heavy discounting by large chains.
Seasonal clearance, not a lasting shift in price expectations.

CUSTOMER SHIFTS

Buyers research longer before big outdoor purchases

Shoppers compare materials, warranties and reviews across several retailers before visiting a showroom.

Durability is replacing style as the first question

Near the coast, rust and UV fade are common reasons for early replacement, so buyers ask about materials first.

Living spaces are moving outdoors

Renovation activity is favouring decks and alfresco areas, lifting interest in modular lounge settings.

PRESSURES

Delivery reliability

Late or unclear delivery is a leading complaint in furniture retail and erodes trust before the product arrives.

Margin pressure on bulky imports

Freight has eased from its peak but remains volatile for large items, so landed cost needs confirming per range.

Large-chain clearance cycles

Seasonal discounting by national chains sets short-term price anchors in the category.

OPPORTUNITIES

Coastal-grade modular lounges

Ranges with marine-grade aluminium and 5-year corrosion warranties are under-supplied by local independents.

Delivery certainty as a differentiator

Committed delivery windows and tracking updates are a low-cost way to stand apart from slower competitors.

Pre-order ahead of peak season

Ordering against early pre-orders reduces stock risk on an untested range.

WHAT THIS MEANS FOR BEACON & BAY

- The market supports a controlled test, not a full launch — demand is firm but competitors with stronger warranties already exist online.
- Supplier choice is the decisive step: without a 5-year coastal warranty the range is unlikely to convert.
- Fixing delivery communication helps the current business immediately and protects the new range.

INDUSTRY-LED ACTIONS

NOW

Request coastal warranty terms and landed-cost quotes from two suppliers.

Why: Warranty expectations and freight are the two conditions the test depends on.

NEXT 30–90 DAYS

Publish committed delivery windows and send tracking updates on every order.

Why: Directly addresses the category's biggest complaint.

LATER / WATCH

Review freight and renovation activity before the March 2027 order deadline.

Why: Either shifting sharply would change the size of the order.

WATCH LIST

Freight rates for bulky imports
A renewed spike would weaken the margin case.

Housing renovation approvals
A slowdown would soften outdoor demand into 2027.

LIMITATIONS

- Regional-level detail for the coastal area was thinner than national reporting.
- Industry sources describe the category broadly; they do not measure Beacon & Bay's own customers.

TYPES OF SOURCES READ

- Industry association reporting
- National retail trade statistics
- Freight and logistics market updates
- Consumer complaint and review trends

Fictional example — real briefings cite each source.

EVIDENCE ANALYSED	KEY FINDING	WHY IT MATTERED
Current industry reporting on freight, warranties, delivery and renovation activity.	Freight supports a test; coastal buyers expect 5-year corrosion warranties; delivery reliability is the main risk.	It set the supplier warranty requirement and kept the recommendation to a controlled test, not a launch.

SYNTHESIS

Executive Opportunity Ledger

Every opportunity in one place: demand, competitor coverage, what the supporting intelligence added, and the resulting recommendation.

Executive Opportunity Ledger

The opportunities that qualified, with the evidence that converged on each.

	Demand	Competitor coverage	Converging evidence	Recommendation
Modular all-weather outdoor lounge sets PRIORITY	+34% momentum · 1,840 avg monthly searches	1 of 5 clearly offer it	MARKET GAP Growing demand with one clear competitor offer SOCIAL ATTENTION Rope-detail modular layouts are a recurring theme; Advertising Intelligence: one advertiser has run modular lounge ads for 112 days DEMAND TIMING A range ordered by March 2027 reaches the showroom before the August rise	Run a controlled range test
Marine-grade coastal fire pit tables	+42% momentum · 980 avg monthly searches	0 of 5 clearly offer it	MARKET GAP Fastest-growing need, no clear offer SOCIAL ATTENTION Small-space fire pit corners are emerging INDUSTRY INTELLIGENCE Buyers expect 5-year corrosion warranties near the coast	Small pilot alongside the lounge test
Compact extendable outdoor dining	+28% momentum · 1,220 avg monthly searches	2 of 5 clearly offer it	MARKET GAP Growing but partly served by two competitors; Advertising Intelligence: early-bird dining offers are the most active ad theme, across three advertisers	Defer — avoid a price war; recheck after the peak
Aluminium outdoor storage boxes	+19% momentum · 610 avg monthly searches	1 of 4 assessed clearly offer it	MARKET GAP Smaller adjacent need; one of four assessed competitors clearly offers it and one could not be verified	Attach to the test order as an add-on

FROM EVIDENCE TO ACTION

Commercial action plan

The evidence above, turned into a sequence of controlled commercial decisions.

Prioritised decisions

MARKET MOVES What to test in the market.

PRIORITY 01 **PROCEED WITH CONTROLLED TEST** Confidence: **Moderate–high**

Test a modular all-weather lounge range

WHY NOW

Growing demand, one clear competitor offer, a recurring social theme and one persistent competitor advertiser all point the same way.

CONTROL THE RISK

Search interest does not guarantee sales; start with 2–3 configurations, led by the rope-detail layouts the social video test favours.

DECISION TRIGGER

Order only once a supplier with a 5-year corrosion warranty is secured; then continue if showroom enquiries and pre-orders appear ahead of the August 2027 rise, and hold if they do not.

EVIDENCE BEHIND IT: Market Gap · Social Attention · Advertising Intelligence · Demand Timing

PRIORITY 02 **PILOT ALONGSIDE** Confidence: **Moderate**

Pilot marine-grade fire pit tables alongside it

WHY NOW

Fastest-growing need with no clear competitor offer; small fire pit corners are an emerging social theme.

CONTROL THE RISK

Smaller volume; warranty expectations raise supplier requirements.

DECISION TRIGGER

Include only if a supplier offers a 5-year corrosion warranty; drop the pilot if none qualifies.

EVIDENCE BEHIND IT: Market Gap · Social Attention · Industry Intelligence

PRIORITY 03 FOLLOW-UP TEST

Confidence: **Moderate**

Validate the lead configuration with a four-week social video test

WHY NOW

Rope-detail modular layouts and salt-air durability are the two recurring social themes; six short showroom videos test whether that attention turns into local interest in Beacon & Bay before stock is committed.

CONTROL THE RISK

Social engagement is attention, not purchases; compare against the store's usual video content, not against viral posts.

DECISION TRIGGER

Strong saves, price or availability questions and showroom enquiries keep rope-detail modular as the lead configuration in the test order; a weak response narrows the range to the most-saved layout. Read out before the January 2027 range decision.

EVIDENCE BEHIND IT Social Attention · Demand Timing

ENABLEMENT & READINESS

What must be in place for those moves to work.

PRIORITY 04 FIX BEFORE SCALING

Confidence: **High**

Fix delivery communication before scaling

WHY NOW

Delivery complaints are rising and bulky outdoor items will add pressure.

CONTROL THE RISK

A premium range will amplify any delivery failure in reviews.

DECISION TRIGGER

Scale the range only once "where is my order" enquiries are falling.

EVIDENCE BEHIND IT Customer Voice · Industry Intelligence

PRIORITY 05 BUILD IN PARALLEL

Confidence: **Moderate**

Build visibility in the secondary regional market and in AI answers

WHY NOW

Not observed in secondary-market searches or coastal outdoor AI answers, where buyers for this range are.

CONTROL THE RISK

Visibility checks are samples, not permanent rankings.

DECISION TRIGGER

Recheck the sampled searches and AI questions once outdoor pages are live; continue while the business begins to be observed.

EVIDENCE BEHIND IT Local Demand Capture · AI Recommendation Visibility

OTHER QUALIFIED OPPORTUNITIES

What happened to the rest of the ledger.

ADD-ON **Aluminium outdoor storage boxes**

A smaller adjacent need that qualified; one of four assessed competitors clearly offers it.

Decision: Add 1–2 boxes to the test order; keep them if they sell alongside the lounge range, drop them if not.

Evidence: Market Gap

DEFER **Compact extendable outdoor dining**

Growing, but already offered by two competitors and the most heavily discounted ad theme.

Decision: No discount-led push now; recheck coverage and ad activity after the current peak, in February 2027.

Evidence: Market Gap · Advertising Intelligence

The next 90 days

Each stage has one objective and a gate that decides whether to move on.

FIRST 30 DAYS

1 Prepare

Secure qualifying suppliers and fix delivery communication during the current peak.

KEY ACTIONS

- Shortlist two coastal-rated modular lounge suppliers
  Success signal: Two quotes with 5-year corrosion warranties.
- Add delivery tracking updates for bulky orders during the current peak
  Success signal: Fewer “where is my order” enquiries.

DECISION GATE

Move on once two qualifying quotes are in hand and tracking updates are live.

Informed by: Market Gap · Industry Intelligence · Customer Voice

DAYS 31–60

2 Get found

Make the business findable where buyers for the new range search.

KEY ACTIONS

- Add outdoor as a listing category and build regional catchment pages
  Success signal: Observed in sampled secondary-market searches on recheck.
- Describe the coming outdoor range on the website and listings
  Success signal: Recheck the sampled AI questions once the pages are live.
- Run the four-week social video test: six showroom videos of two rope-detail modular configurations, with a salt-air durability demonstration
  Success signal: Saves, price or availability questions and showroom enquiries naming the range — this decides the lead configuration.

DECISION GATE

Move on once outdoor pages and the listing category are live and the social video test has read out.

Informed by: Local Demand Capture · AI Recommendation Visibility · Social Attention

DAYS 61–90

3 Commit

Decide the test range in time for the March 2027 order deadline.

KEY ACTIONS

- Choose 2–3 lounge configurations, the fire pit pilot (if a supplier qualifies) and 1–2 storage add-ons
  Success signal: Range decision made by the end of January 2027.

DECISION GATE

Order only if a qualifying supplier is secured; otherwise hold the test for a season.

Informed by: Market Gap · Social Attention · Industry Intelligence

LATER / WATCH

4 Launch & watch

Order and stock for the 2027 season; monitor what was deferred.

WATCH ITEMS

- Place the test order by the end of March 2027; showroom display and pre-order list from mid-July
  Stock arrives before the August 2027 rise.
- Recheck compact extendable dining in February 2027
  Deferred: growing, but competitors are discounting heavily.
- Watch quick-dry sun-loungers
  Borderline; recheck coverage next season.

DECISION GATE

Scale, hold or stop on enquiries and pre-orders through the 2027 peak.

Informed by: Demand Timing · Advertising Intelligence · Market Gap

THE DECISION IN ONE LINE

Prepare a controlled modular lounge test for the 2027 season, with a small fire pit pilot only if a supplier meets coastal warranty expectations; fix delivery communication and build regional and AI visibility first, and scale only if enquiries and pre-orders follow.

LIMITS OF THIS EVIDENCE

- Demand figures are Australia-wide search estimates; local demand is inferred, not measured directly.
- Competitor coverage reflects public website evidence on the pages reviewed, not stock or availability.
- Advertising evidence comes from one ad library over one observation window.
- Visibility readings are samples taken in October 2026 and will change.