



"A cookie store is a bad idea. Besides, the market research reports say America likes crispy cookies, not soft and chewy cookies like you make."

- Response to Debbi Fields' idea of starting Mrs. Fields' Cookies.



It's a famous story that previous market research on the launch of Walkman indicated that people didn't see it as a necessity, and analysts predicted that the Walkman would be a failure.

A clear glass filled with a dark brown, carbonated beverage, likely Coca-Cola, served over ice. A slice of lime is perched on the rim of the glass. The background is a light, textured surface, possibly a marble countertop.

After spending huge money for market research in 1985, Coca Cola decided to change their formula to make it sweeter like Pepsi. The new Coke failed soon. People backlashed against the new formula and declining their interest in the New Coke.

Date	Find	Transfer	Write	Checks	Set Up	Report	Balance	Fee
Date	Number	Payee / Category	Amount	CLR	Debit	Balance		
3/22	459	Mortgage	1000.00	07				
3/22	460	Electric	87.10					
3/24	461	Telephone	82.00					
3/25	462	Credit Card	850.00					
4/01	DEP	Paycheck						
4/01	463	Auto Insurance	85.00					

“In 1996 most CEOs of large banks dismissed the Internet as an irrelevance, a plaything of enthusiasts with no real impact on future profitability. Market research strongly confirmed their skepticism.”

- Patrick Dixon





“We did market survey(around 2000) about the demand for camera-phone; not once but four times the results showed negative. However, nowadays, camera-phone have become the standard.”

- A comment from a marketing director
(Martin Cooper's Keynote Speech at IEEE Wescon 2005)

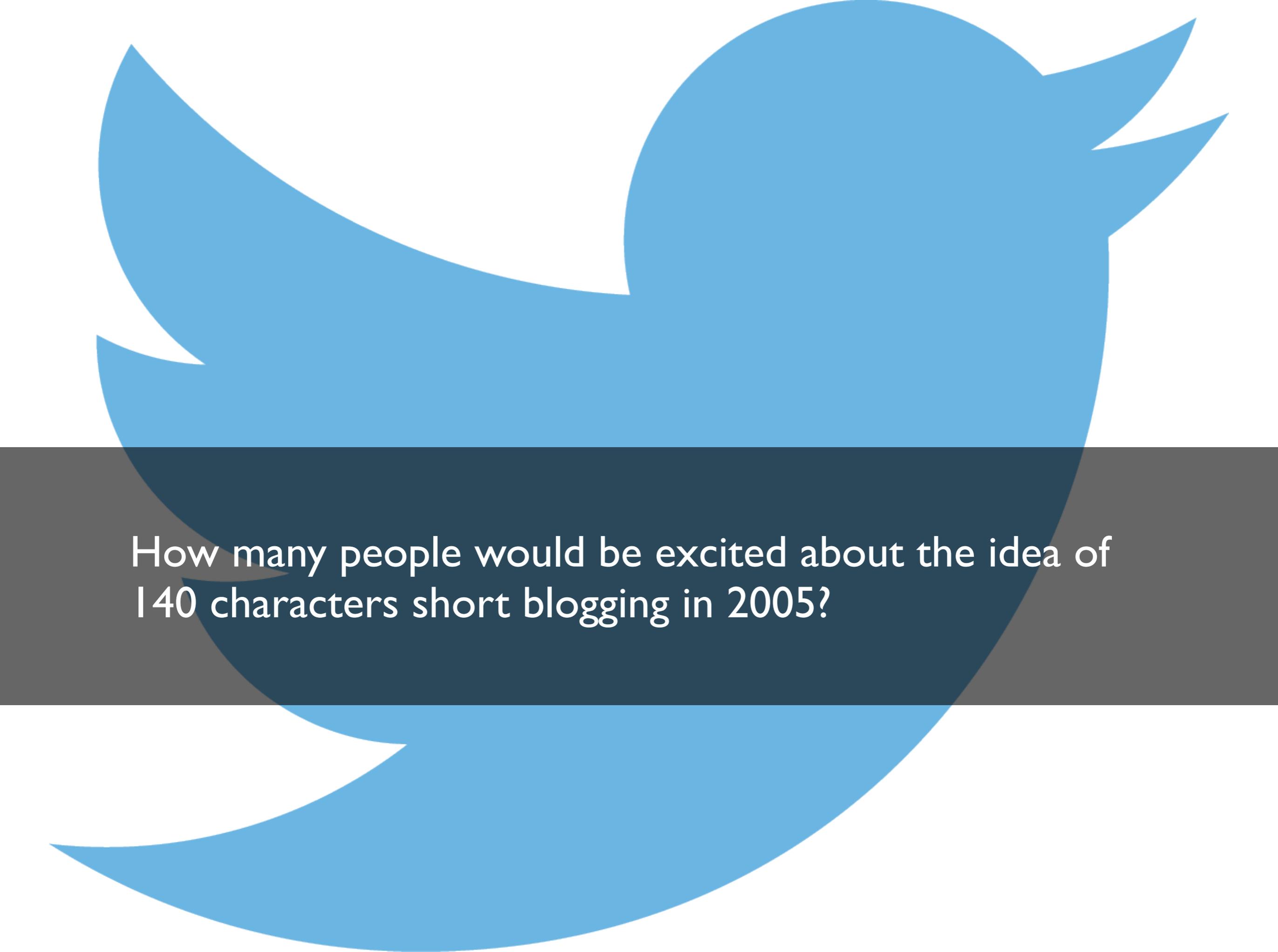


みんなの声から生まれ変わった
new「HOWARO」

好みの色がきくと見つける♪
選べるつまみカラーは全部で**11色!**

The previous questionnaire results showed that the most popular color for Rinnai's new product would be Fresh Green and Black, while the most unpopular color would be Gray. However, sales results shows the bestselling color is Gray.

- Nikkei Business



How many people would be excited about the idea of
140 characters short blogging in 2005?



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"Who thought we need another search engine in 1995? I didn't."

WebCrawler[®]

- Guy Kawasaki

excite

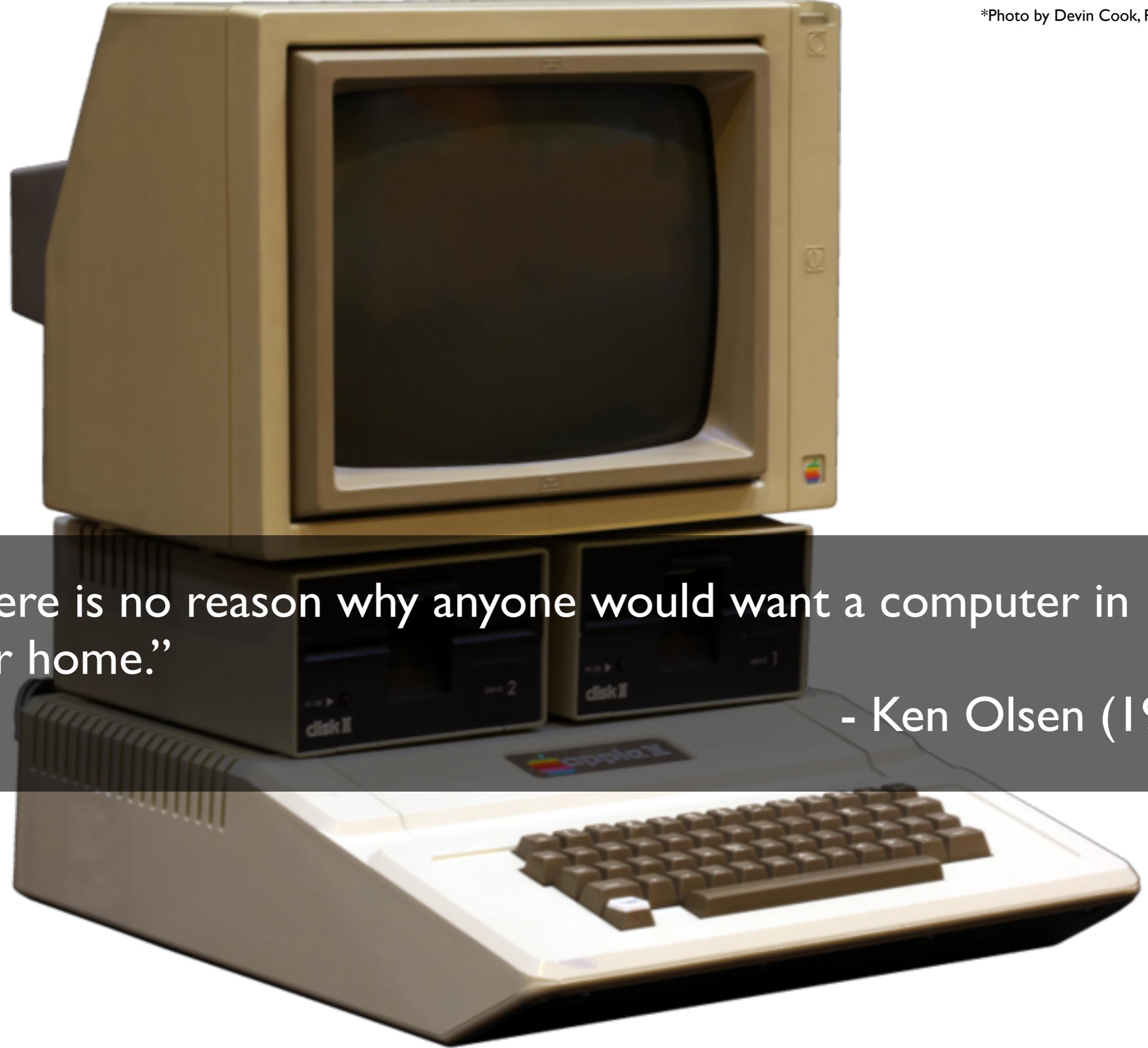


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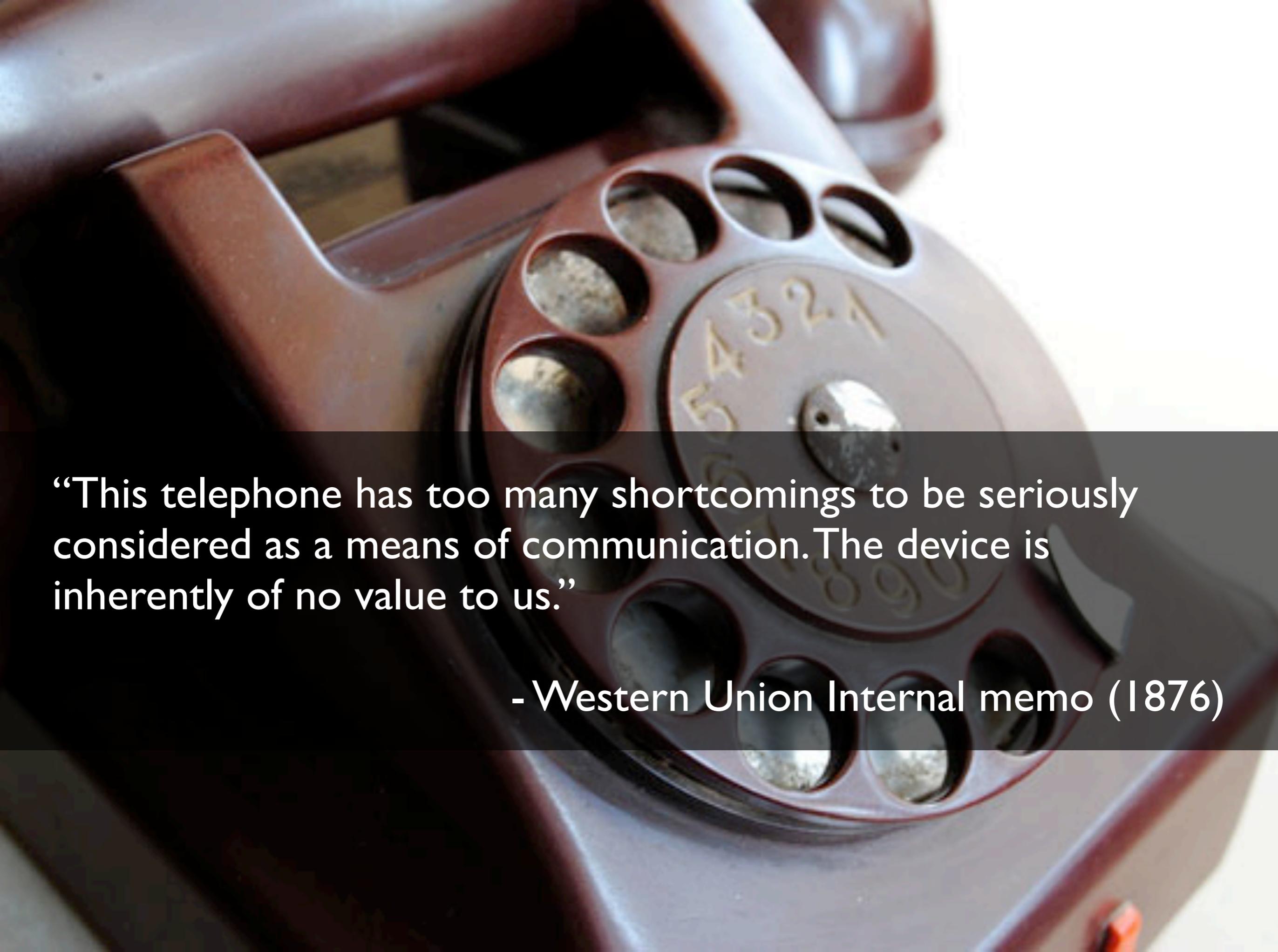
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An Apple II computer system is shown against a white background. It consists of a beige monitor on top of a system unit. The system unit has two disk drives on the front panel, labeled 'disk II' and '2'. Below the system unit is a keyboard with a white base and brown keys. The Apple logo is visible on the front of the system unit.

“There is no reason why anyone would want a computer in their home.”

- Ken Olsen (1977)



“This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”

- Western Union Internal memo (1876)

Don't believe market research – it can't predict the future. Market research only tells us about today. It tells us nothing about tomorrow. Customers usually know even less about the future than the executives who have paid to ask them.

- Patrick Dixon



Chikafuji, Ryu

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