

CEMENT RENDERING MARKET RESEARCH

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

Builders, locals and out of town residences looking for rendering services.

- Men or Women?
Both, but primarily men in the building industry.
- Approximate Age range?
30-60 years old
- Occupation?
Builders, contractors, homeowners undertaking renovations
- Income level?
Middle to upper class
- Geographic location?
Local to Orange and servicing the central west region.

Painful Current State

- What are they afraid of?
Choosing the wrong rendering service, incurring high costs, and poor-quality work.
- What are they angry about? Who are they angry at?
Frustrated with their current property appearance and previous unsatisfactory renovation experiences.
- What are their top daily frustrations?
Finding skilled renderers who can deliver the desired style and texture.
Concerns about the cost-effectiveness of rendering
- What are they embarrassed about?
The current unattractive state of their house, fence, or pool.
- How does dealing with their problems make them feel about themselves?
Stressed and anxious about making the right decisions for their property
- What do other people in their world think about them as a result of these problems?

They might be perceived as neglectful or lacking taste in property aesthetics.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

"I'm so tired of looking at my ugly fence. I can't seem to find anyone who knows how to render it the way I want, and I'm worried about the costs."

- What is keeping them from solving their problems now?

Lack of trust in the quality of available services and uncertainty about finding the right professionals.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

Their property would have a stunning, professional render that enhances its value and aesthetic appeal.

- Who do they want to impress?

Neighbors, friends, family, and potential buyers.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

Proud, satisfied, and confident in their property investment decisions.

A beautiful, well-rendered property that stands out and adds value without breaking the bank.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

- "I wish my house looked as good as the ones I've seen online. I want to find someone who can do a fantastic job and make it worth every cent."

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
They believe it's challenging to find reliable and skilled rendering services.

- Who do they blame for their current problems and frustrations?

Past contractors, the difficulty of finding good service providers, and sometimes themselves for previous decisions.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

Yes, they might have tried different service providers but were disappointed by the quality or cost.

- How do they evaluate and decide if a solution is going to work or not?
By looking at past work, testimonials, and recommendations from trusted sources.
- What figures or brands in the industry do they respect and why?
Established and reputable rendering companies with a portfolio of successful projects.
- What character traits do they value in themselves and others?
Reliability, expertise, honesty, and attention to detail.
- What character traits do they despise in themselves and others?
Unreliability, lack of skill, dishonesty, and carelessness.
- What trends in the market are they aware of? What do they think about these trends?
They are aware of new rendering techniques and materials that promise better aesthetics and durability. They are cautiously optimistic but want proof of effectiveness.
- What “tribes” are they a part of? How do they signal and gain status in those tribes?
Home improvement enthusiasts, local builder communities, and renovation forums.
They gain status by sharing successful projects and providing valuable advice.

Basic Avatar



John Smith, a 40-year-old builder, is renowned as the best in his small country town. With a loving family and a trusty ute, John leads a team of top-notch tradesmen. His day starts before sunrise, when he wakes up, greets his wife and kids, and enjoys a hot cup of coffee before heading to work. Upon arriving at the job site, John greets his team with a hearty "Good morning, men!" and holds a meeting to discuss the day's tasks, including the need for cement rendering. One of his tradesmen recommends Tartak Rendering Services, the best in town. After a successful meeting, John contacts Mr Tartak, and they provide a satisfactory quote for the job. With the rendering scheduled, John diligently checks off his to-do list for the day. As the sun sets, he ensures the job site is securely locked up before heading home. Arriving just in time for dinner, John spends the rest of the evening enjoying the company of his beloved family, grateful for another productive and fulfilling day.