

Business potential at a glance

Room-fit speaker placement plan

Crutchfield · Free customer offering · 10/22/2026

01 Customer task

Residents compare speaker arrangements and download measured setup instructions before moving equipment or deciding what else to buy.

02 Business value

Additional equipment contribution could support operation, but Cinelora currently has no evidenced route to capture that contribution.

03 Target market and access

The placement guide fits the task, but access needs authorization. Its readers include people who have already purchased speakers.

04 Advantage over alternatives

The proposed distinction is direct manipulation, transparent geometric compromises and local bilingual exports, not the absence of competing planners.

05 Key assumption

The commercial case assumes continuing relevant visitors and attributable purchases. Neither access nor captured sales contribution is established.

06 Recommendation

Continue the bounded independent demonstration through the regular workflow. Do not present it as a validated equipment-sales business.

Market, competition and position

Target audience and route to customers

Homeowners and apartment residents arranging living-room stereo or home-theater equipment; the initial demonstration supports rectangular rooms. First proposed channel: a contextual link on Crutchfield's placement guide. Its topic fits, but its opening also addresses post-purchase readers. Page-owner authorization and link placement are unconfirmed; no readership, referrals or buyers can be credited to Cinelora.

Usage and ongoing value

Assumptions and evidence in the online details

Rearrangement or upgrades trigger a measured plan; actual frequency and individual reuse are unknown. Successive shoppers could obtain plans without staff drafting; continuing extra sales remain unproven.

Relevant alternatives

Alternative	Why switch – or stay?
Audio Advice Home Theater Designer	Already offers room configuration and customized measurements. Cinelora could compete through local, bilingual interaction; no comparative usability advantage is established.
Crutchfield residential system design	Free specialist design is a substantial existing alternative. Cinelora would offer immediate independent geometry, but would not replace broader equipment advice.
Placement guide, manual sketch and physical trials	General advice plus manual trials avoids learning a planner. Cinelora could reduce repeated calculations, but measurements and physical listening checks remain necessary.

Strengths, weaknesses, opportunities and threats

Strength Crutchfield documents retail advice and specialist system design; this supports company competence, not an assigned Cinelora capability.	Weakness / internal effort Cinelora lacks an evidenced retailer relationship and approved rule set; both limit commercial readiness.
External opportunity Placement-guide readers face a concrete translation task from general advice to room dimensions; a contextual planner could address it.	External threat Audio Advice offers free measured room planning, and Crutchfield offers free design; neither novelty nor free access ensures switching.

Business model and economics

Free customer offering · Twelve-month planning horizon

Additional package cost: 0 USD

Development and twelve months of hosting: no additional package cost under the current terms. Social media can be ordered separately at no additional cost under the current terms; not included.

This assessment plans delivery. App creation starts only after your separate development order.

additional contribution-bearing equipment orders / year · monetary values in USD

Inputs and derivation

Input	Low / base / high	Why this input?
Annual volume	0 / 0 / 0	No contribution-bearing orders credited without an actual capture arrangement; not a demand estimate.
Value / unit	40 / 80 / 120	Conditional captured contribution/order: smaller 40, mixed 80, larger 120; not full equipment revenue.
Extra / unit	0 / 0 / 0	No additional services; platform and netted effort are already included.
Extra annual costs/effort	1,350 / 2,700 / 4,800	15/30/60 initial expert hours × 50; first year only.; 1/2/3 expert hours monthly × 12 × 50; no duplicated technical maintenance.

Planning assumptions, not a sales or profit forecast. Included and already netted work is not added again.

Year-one result

Scenario	After package and own costs
Cautious	-4,800 USD
Base	-2,700 USD
Favourable	-1,350 USD

Cautious: low benefit, high costs. Favourable: high benefit, low costs.

At base assumptions, the modelled benefit does not yet cover costs. Increase benefit per use or reduce own effort; this case does not justify a broad rollout.

Break-even under base assumptions

34 additional contribution-bearing equipment orders per year

Annual volume × (value – extra cost per unit) – package costs – own costs. Assumptions are not measured demand.

Your prepared next step

Commissioned app development implements these briefs. The app performs the planned specialist work.

Recommendation

Proceed with the bounded Cinelora demonstration, not a claimed retailer-backed sales service.

Implementation package 1

Prepare the bounded Cinelora planner for the regular app-generation workflow. Furnished rectangular room; 2.0/3.1/5.1; movable objects; calculated distances and angles; explicit proposal adoption; matching local exports.

Benefit: Room-specific calculations are useful, but free competing planners already exist.

Implementation package 2

Keep independent branding and conditional commercial access in the implementation brief. No partnership claims, implied retailer commission or automatic purchases; product references remain informational and separate from the free plan.

Benefit: Crutchfield readership and equipment margins are not Cinelora assets.

These are the two priority work packages. Further briefs and adjustment rules are in the online details.

Original questions: answers and consequences

Among residents with genuine equipment gaps, what subsequent purchases are attributable to the plan rather than an already-decided purchase?

Open

No attributable subsequent purchases are established. Retail planning makes the mechanism plausible, not confirmed.

When residents tackle an actual room change, do they complete measurement entry and use the exported dimensions rather than revert to their previous method?

Partly supported

Placement relevance is supported; completion of measurement entry and actual use of Cinelora exports remain unknown.

Selection: 2 priority questions out of 5 original questions are shown here. All questions, findings and uncertainties remain available online.

Research findings do not establish demand. The next phase starts only with your separate decision. Full reasoning and sources remain in the online details.