

Wood Fountain Pens

Competitive Analysis

Direct Competitors (Pen Manufacturers)



LAMY lamy.com

Strengths:

- Founded in 1966; well-established and has a good reputation within the industry
- Able to produce and sell their pens in massive quantities, which keeps unit costs low and a healthy profit margin.
- High quality, long-lasting durable products that can last for decades
- Dedicated & loyal customer base

Weaknesses:

- Their more recent products have struggled to catch on / find the same level of success as their more popular products, such as the Safari and the LAMY 2000.
- Their price points are considered expensive, even for a luxury product like a fountain pen.



TWSBI twsbi.com

Strengths:

- Exciting & disruptive force within the FP industry; their products are innovative and aggressively priced
- Were the first to offer swappable nibs & design their pens to be disassembled by users
- Good reputation and quality customer service

Weaknesses:

- Their products can be frustrating and disappointing to customers when / if they fail; plenty of people have legitimate concerns about the build quality and longevity of the pens
- Many of their products have limited ink capacity
- Suffer from quality-control issues like brittle plastics that can crack and poor nibs



Faber-Castell faber-castell.com

Strengths:

- Founded in 1761; well-established and has a good reputation within the industry
- The brand is well-known for its innovative products, high quality, commitment to tradition, and environmental awareness
- Faber Castell products are priced at a feasible rate and are available at all price range. The company also has luxury products that target the upper middle class also.

Weaknesses:

- Since Faber Castell's products are available at all rates, it is often difficult for the customers to choose between premium and non-premium brands.
- Faber Castell sees many competitions from other popular brands. It also faces strong competition from local brands and hence has limited market share.

Indirect Competitors (Retailers)



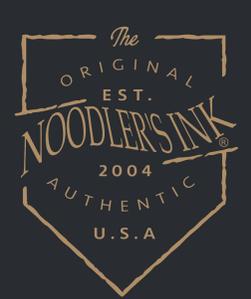
The Goulet Pen Co. gouletpens.com

Strengths:

- Has worked to build a trusting relationship between their brand and their audience, particularly with newcomers to the FP market
- Has built their business around solving customers dilemma of which pen to buy for their needs; they have shopping guides, video reviews, blog posts, and pages to compare nibs / pens
- Passionate customer base; offers high level of customer service

Weaknesses:

- They don't offer free shipping - and their higher product pricing combined with steep shipping fees could be a deterrent to potential buyers & customers
- High prices for pens; their competitors offer fountain pens & similar products at much lower costs



Noodler's Ink noodlersink.com

Strengths:

- Known primarily for their enormous range of inks, offering more than 100 different colors, more than any other ink manufacturer in the market. Some inks have special qualities that are particularly useful to some users: archival, fadeproof, waterproof, forge-resistant, etc. If there's a specific quality a customer needs in an ink, Noodlers has it.
- Innovative, creative, and unique product offerings; no other fountain pen brands offer ink which glows in the dark or that won't freeze in frigid winter temperatures. Let alone available for less than \$15, which is well below the price of standard inks from other brands.
- Loyal customer & fan base

Weaknesses:

- Controversial brand; the founder uses Noodlers as a platform to communicate his political beliefs; which can put off some customers from buying
- Quality control is lacking & is a big concern



Wonder Pens wonderpens.ca

Strengths:

- Their brick & mortar store in Toronto is wildly successful, and has contributed to the overall success & popularity of their brand and products
- Their product range is aimed at introducing people to the FP world: lots of entry-level pens, as well as the intermediate pens, but no premium or expensive pens.
- Able to develop genuinely meaningful relationships with their customers through their brick and mortar store; they run calligraphy courses, they have a letter-writing club, and they host a vintage pen market

Weaknesses:

- They don't offer international shipping - which tends to rule out a lot of online shoppers
- Their brick and mortar store can be challenging for customers to find

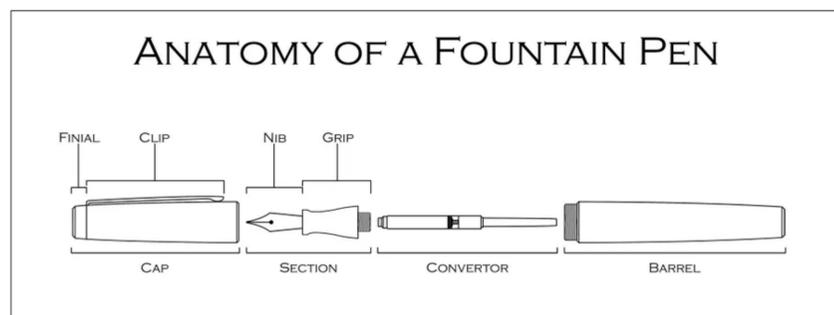
Summary of Findings

Fountain Pen Product Tiers

- Entry-level pens (\$15 - \$50)
- Intermediate pens (\$50 - \$100)
- Advanced pens (\$100 - \$200)
- Premium pens (\$400 - \$1000+)
- Collectors' pens (\$1000+ and over)

Fountain Pens 101

- Not all fountain pens give the user's writing a calligraphic effect. The calligraphy effect is not what makes a fountain pen what it is but the way the ink flows out of the pen. To get that line variation (calligraphy-ish effect), users would need to get a different nib (a stub or a flex).
- Paper quality matters. Fountain pen ink will bleed through regular paper. Paper used should be fountain-pen friendly.
- Unlike ballpoint pens, ink does not come with fountain pens. This is one of the things that sets the fountain pens apart from other types of pens. Fountain pen inks are typically sold in bottles but are also sold in cartridges.



Provisional Personas



The Rookie

Goals:

- Wants to learn how to use & write with fountain pens as a hobby
- Wants to buy their first pen

Frustrations:

- There is so much to learn about fountain pens and using them; too much info can feel overwhelming & difficult to understand. Where to get started? Which fountain pen should they choose?



The Archaeologist

Goals:

- Wants to collect and buy vintage fountain pens
- Wants to find unique, quality tools to write with every day

Frustrations:

- Shopping online prevents being able examining the pen up close in detail (as you would in person) - sometimes has to write to ask for more pictures / details



The Curator

Goals:

- Wants to build on their fountain pen collection with a lot of variety, a wide range of vintage and new pens from all sort of brands
- Wants to find pens that they feel are special and that they will treasure

Frustrations:

- Sometimes ends up buying a pen on a whim and overpaying