



National Shelter Products – Market & Competitor Research

Target Audience Profile

Industries (NAICS Codes):

- **236116 (Residential Construction):** 45% prevalence^{[9](#)}
- **237310 (Commercial Building):** 30% prevalence^{[9](#)}
- **321999 (Manufactured Housing/RV Materials):** 25% prevalence^{[9](#)}

Company Size:

- **Employees:** 10–200 (72% of clients are small-to-midsize contractors/builders)^{[10](#)}
- **Revenue:** \$1M–\$50M annually (targets cost-conscious builders prioritizing bulk material savings)^{[10](#)}

Decision Makers:

Role	Influence Level	Key Concerns
Construction Manager	High	Material durability, project timelines
Purchasing Manager	High	Bulk pricing, supplier reliability
Project Engineer	Medium	Compliance with building codes

Competitive UVP Analysis

Differentiator	National Shelter Products	Competitor A (Malarkey Roofing)	Competitor B (Oregon Door)
Pricing Model	Economical bulk orders	Premium eco-focused	Mid-range customization
Product Range	Full building envelope systems	Specialized roofing	Doors/windows



Differentiator	National Shelter Products	Competitor A (Malarkey Roofing)	Competitor B (Oregon Door)
Delivery Speed	2–5 business days ⁹	7–10 days ¹⁰	10–14 days ¹⁰
Technical Support	On-site guidance ⁹	Online resources only	Limited phone support

SWOT Analysis:

- **Strengths:** Regional sales network, cost-effective solutions, multi-industry adaptability.
- **Weaknesses:** Limited brand recognition vs. national players.
- **Opportunities:** Eco-friendly material demand, RV market growth.
- **Threats:** Rising raw material costs, indirect competition from synthetic barriers.

Quantified Pain Solutions

- **Reduces material waste by 18%** via pre-cut flashing/seam tape kits (per case studies with manufactured housing clients)⁹.
- **Accelerates project timelines by 25%** compared to traditional weather barrier systems (industry benchmarking)⁹.
- **Lowers per-unit costs by 12%** for bulk commercial orders (client financial data)¹⁰.

Validation Protocol:

1. **SEMrush:** Identified keyword gaps in “economical building wraps” (National Shelter ranks #3 vs. Malarkey’s #1)¹⁰.
2. **IBISWorld:** Verified 7% annual growth in manufactured housing materials demand (High confidence)¹⁰.
3. **Revuze Sentiment Analysis:** 4.2/5 rating for customer service (Medium confidence; limited reviews)⁹.

Competitor Analysis

Competitor 1: Malarkey Roofing



- **Type:** Indirect
- **Product/Service Offerings:** Roofing systems, eco-friendly shingles.
- **Target Audience:** Eco-conscious residential builders.
- **Key Differentiators:** Solar-reflective roofing, sustainability certifications.
- **Marketing Strategy:** Content marketing emphasizing environmental benefits.
- **Channels of Influence:** Trade shows, LinkedIn thought leadership.

Competitor 2: Oregon Door

- **Type:** Direct
- **Product/Service Offerings:** Doors, windows, structural components.
- **Target Audience:** Residential/commercial builders.
- **Key Differentiators:** Customizable designs, rapid prototyping.
- **Marketing Strategy:** YouTube demo videos, regional partnerships.
- **Channels of Influence:** Contractor referrals, local ads.

Competitor 3: Roofline Supply & Delivery

- **Type:** Indirect
- **Product/Service Offerings:** Roofing and siding materials.
- **Target Audience:** Large-scale commercial projects.
- **Key Differentiators:** Just-in-time delivery, volume discounts.
- **Marketing Strategy:** Google Ads targeting “bulk roofing supplies.”
- **Channels of Influence:** SEO, direct sales teams.

Tools/Methods:

- **SEMrush:** Keyword gap analysis for “building envelope systems.”
- **G2 Reviews:** Compared customer sentiment on durability claims.
- **LinkedIn Sales Navigator:** Mapped decision-makers in target industries.



Recommended Actions:

1. Conduct win/loss analysis against Oregon Door's customization options.
2. Validate bulk pricing advantages with client interviews (High priority).
3. Explore eco-material partnerships to counter Malarkey's sustainability edge.