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Subject: Re: Guitar Head Amp Features

Posted by [AudioFred](#) on Mon, 04 Feb 2013 13:36:32 GMT

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Here are my thoughts on designing, building and marketing a tube guitar amp: The market appears to be saturated with cheap tube guitar amps. I believe if you attempt to build an amp to sell at a "reasonably competitive" price point you won't be able to compete with large high volume brands. Your reputation will sell a few to musicians who already know about your audio products, but not many musicians are into audio, and it will be a labor of love rather than a successful business venture.

Here in Houston among the more successful local musicians there is a small market niche for very high quality tube amps. This niche is covered by Scott Waugh, a local musician-turned-amp-builder who builds custom amps. I suspect the key to his success is that he is well known and trusted by all the serious guitarists, and his product is recognized as a premium brand.

[http://www.swaughamps.com/S\\_Waugh\\_Amps.html](http://www.swaughamps.com/S_Waugh_Amps.html)

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