

# Market analysis for an engineering company that supplies specialized “mechanical process engineering” equipment



## Task

A company that manufactures specialized equipment is successfully represented in various markets such as building materials – stone – earth, chemicals, plastics, colours & coatings and celluloses.

Are there additional markets – first in Europe – that can be entered into with this specialized technology or techniques.

These markets can include the sizable food industry, cosmetics and pharmaceuticals.

## Objective

Identify the feasibility and at what cost additional markets could be opened up and for which of the existing machinery / equipment a relevant market can be realized.

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## Methods

- ◆ Investigation of the targeted markets focusing on capital equipment needs for mechanical process engineering.
- ◆ Deeper study of possible application areas including specific process review.
- ◆ Investigation of applied technologies and currently used machinery (competitors).
- ◆ Systematic market survey based on telephone interviews, personal conversations and evaluation of secondary literature.
- ◆ Evaluation and summary of the results.

## Result

Graphical presentation of the results related to the targeted markets. Presentation and evaluation of the needs for capital equipment in the respective segments.

Illustration of the market division among competitors – with recommendations for where a USP is appropriate and where there is an opportunity for only "me-too" products. Presentation of a collection of interesting markets / segments with recommendations for active market cultivation. Enabled a company and product representation at a global food supplier that resulted in the initiation of a project.