

Task

A manufacturer of processing machines in the field of mechanical process engineering wants to expand into a new sector. Before proceeding, the company required a detailed market study.

Since this is an unfamiliar market, information about requirements, needs, production processes, etc. are unknown and necessary for an informed expansion decision.

Objective

To develop a detailed conclusive marketing concept including potential customers. “We will understand the problems, requirements, and procedures of the new market. In short, we will learn the daily business of our customers and offer concrete, informed and successful solutions.”

Methods

- ◆ Our staff comprise engineers from the intended target market so we can provide assistance based on experience.
- ◆ Describe the USP so that the customer can see the value proposition clearly.
- ◆ Support for the creation of promotional materials written in the appropriate technical jargon of the intended target market.
- ◆ Search for and recommend the most relevant online and offline media to publish promotional materials.
- ◆ Determine the most important trade fairs where the portfolio will be presented to potential customers.
- ◆ Help create short reports for submission to the trade press.

Result

A conclusive customized marketing concept and plan that highlighted the advantages versus the competition, defined the business area clearly and identified the niche market that is a major German engineering company.