

Market entry analysis for an engineering company looking to break into the food sector



Task

A mechanical engineering company specializing in mechanical process engineering equipment is currently selling into the chemicals and plastics industries among others. The question is whether there is an opportunity for sales into the food industry.

It is necessary to identify attractive segments of the food production industry and identify the relevant process steps in that industry.

Compile a database of the most promising companies along with the relevant contact person or persons.

Objective

The aim of the study is to identify the most interesting segments in process equipment supply for the food industry utilizing the company's machinery.

Deepen the existing knowledge base with a brief analysis in the targeted segment of the process steps and compare with the existing machine technology.

Compile a contact list that will direct further acquisitions in the appropriate direction.

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Methods

- ◆ Conduct a market survey of the target industry and identify the appropriate segments with the relevant technical process steps. This is accomplished by internet research and telephone and personal interviews drawing from a previously developed questionnaire.
- ◆ Generate a list of interested parties from various sectors of the supplier industry including relevant contact details and the technology used.

Result

A graphical presentation was made of the manufacturing processes for which the machine can be used in the various target industries in the food supply industry.

The client received a contact list with more than 200 well-known and prospective companies that could use this offered technology. Several specific inquiries were generated and passed on resulting in the start of several projects.