



## Intelligence For Smarter Sales Pitch - Using Market Intelligence Effectively - A Success Story

Making **inroads into a new market** is quite akin to taking a gamble – you can never be sure of outcome. But there are sure-shot means of turning the odds in your favor; as is aptly captured in the saying, “Think before you leap”.

This case study talks about how KVP Business Solutions partnered with our client to provide **vital market intelligence** to tap new markets in a scientific and organized manner.

### The Client

Our client is a manufacturer of precision-engineered, compressed **air treatment systems** for industrial applications. Through a network of branches, they cater to various industry segments across the country. Our client was planning to **launch** a new **precision air conditioner** in the market but wanted to conduct an in-depth analysis of the market before taking the plunge. KVP was brought in to **test the waters** and arm the client’s management team with market intelligence to plan the foray of their product.

### Challenges

As is the case with any market development strategy, this task proffered to be a challenging one:

- Market penetration is all about **right timing**. It was important for our client to strike at the right time.
- Success of the strategy depended on **doing it right the first time**.
- There was a need for **in-depth understanding** of the market segment, competition and customers coupled with a strong outlook for the future.
- Gathering genuine market intelligence required **expertise** and involvement of significant amount of **time and resources**.

### The Client

- Manufacturer of precision compressed air treatment systems
- Looking to launch a new precision air cooler into the market

### The Challenge

- Need for in-depth knowledge of market dynamics
- Lack of resources to undertake extensive market study
- Important to get it right the very first time

### KVP Advantage

- Well experienced team with good understanding of markets and developing go-to-market strategies
- Experts in gathering market intelligence from published and unpublished sources
- Young and dynamic members
- Cost effective



### KVP's Proposal

- Market segment analysis to identify the target market with maximum potential
- Customer assessment to identify most likely prospects for the new product
- Competition analysis for detailed study of competitors in the market space

Identify top three market segments where the client's product would sell profitably



Identify and establish contact with top five customers in each of the priority segments and generate a market readiness index to launch the product at the right time



Study current competition and likely future entrants to price, position and distribute the new product efficiently and effectively



Develop a go-to-market strategy in line with the market intelligence in hand



### KVP's Collaboration

For want of trained experts, the client sought the expertise of KVP to conduct a **market competitiveness study**. Our recommendations would then form the basis of their go-to-market strategy. We at KVP understand that market intelligence is vital to the success of any strategy; we hence developed a **structured approach** to obtain all information that could possibly have a bearing on our client's market foray. We proposed to undertake a market study that centered on the following:

- Market Segment Analysis
- Customer Assessment
- Competition Analysis

#### *Market Segment Analysis*

Our first step was to clearly **identify the target market segments** for precision coolers based on the following parameters:

- Customer expectations
- Product usage rate
- Brand loyalty
- Product end usage
- Readiness to buy
- Buy-no-buy decision parameters

We proposed to rank these segments and choose the **top three** most lucrative **segments**; these would serve as the **market entry point** for our client's product.

#### *Customer Assessment*

We then proposed to study the chosen priority segments in detail to identify the five most promising **potential customers**. We proposed to make **direct contact** with the chosen prospects to answer the following questions:

- How do they evaluate their precision cooling requirements?
- What are the key factors, including price, that have a bearing on their purchase decision?
- Which brands have they chosen in the past and why?
- What are the challenges they face currently with respect to precision cooling?
- What features they would like to see incorporated in precision cooling products?

We would then use this data to create a **market readiness index** that would enable our client time their entry into the market and also position their product favorably.

### *Competition Analysis*

In our next level of research we proposed to critically analyze the current players in the precision cooling segment. Our **competition landscape** consisted of current **market leaders**, **potential entrants** and market **players who lost out** and exited in the past. We then chose two prominent players from each of the categories and studied them in greater detail:

- Background and product line up
- Market segment they cater to
- Customer profile
- Pricing, market positioning and distribution strategies
- After-sales support structure
- Strengths and weakness
- Reasons that best explain their success / failure in the past
- Future plans

This would form a strong **basis for developing a go-to-market strategy** for our client.

### **Benefits**

Our **scientific** and **phased** approach to collecting market intelligence ensured that our client got all information that was **genuine** and of **strategic importance** to their decision making. Our inputs formed the basis for their go-to-market strategy and paved way for a **well-planned and informed entry** into a new market segment.

If you found this case study interesting and would want to know more about how KVP can collaborate with you to improve business, then visit us at [www.kvpcorp.com](http://www.kvpcorp.com) or write to us at [info@kvpcorp.com](mailto:info@kvpcorp.com).

### **Benefits**

- A win-win situation for the client
- KVP does the background work and obtains all the information that might have any bearing on their go-to-market strategy
- The involvement of experts ensured that the project would be completed quickly and with minimal strain on the client's budget

