



Interconnection Market Selection

Market Selection Models for Internationalization and New Segments

Challenges

- Growth outside of existing markets is complex and risky. New markets can only be developed with system.
- Defining profitable segments is challenging considering the wide number of possible markets, industries, applications and products.
- Thereby it is key to minimize risks and to optimize opportunities for success.



Targets

- We generate – together with your team – decision oriented knowledge about new markets, new applications, new segments, etc.
- You will receive a market selection model adjusted to your goals and strengths.
- You will recognize which segments provide growth potential for your company and in which country the balance between chances and risks is ideal.

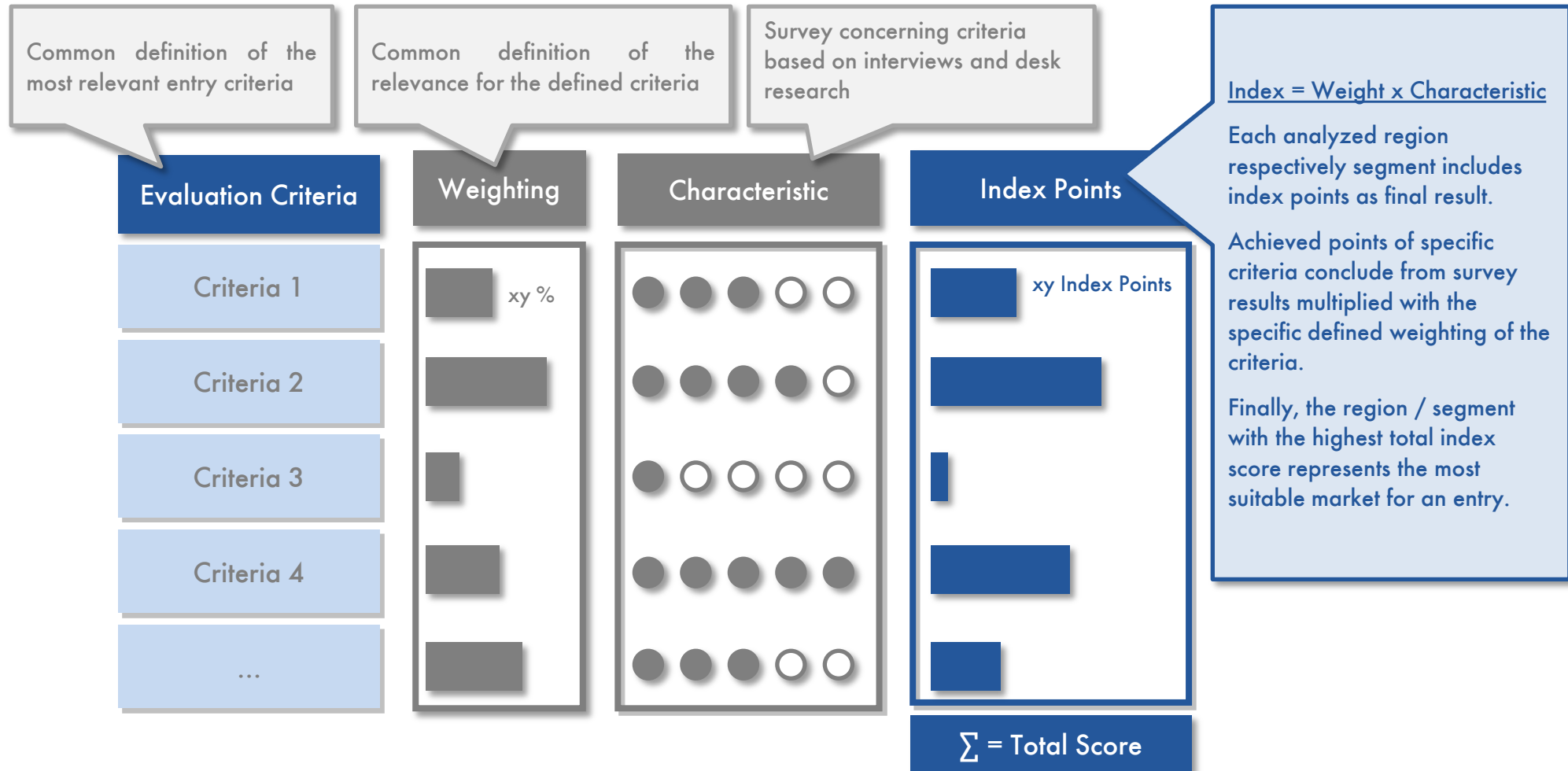
Ansoff Shows the Possibilities



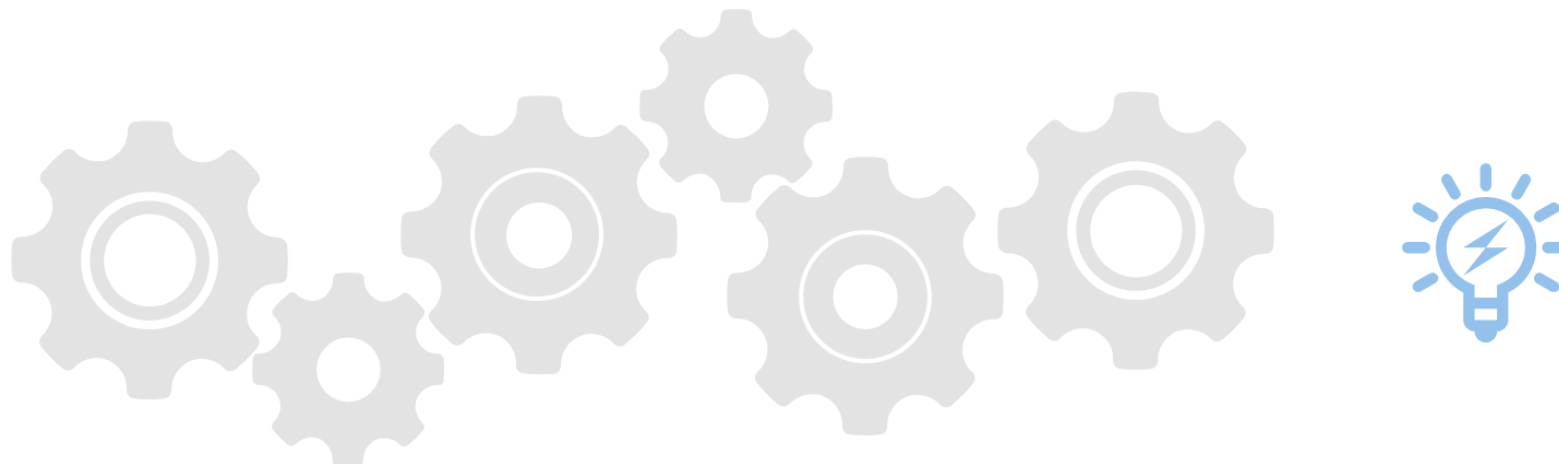
Four Steps to Evaluate the Attractiveness of Specific Markets and Segments



We Identify the Most Attractive Growth Markets

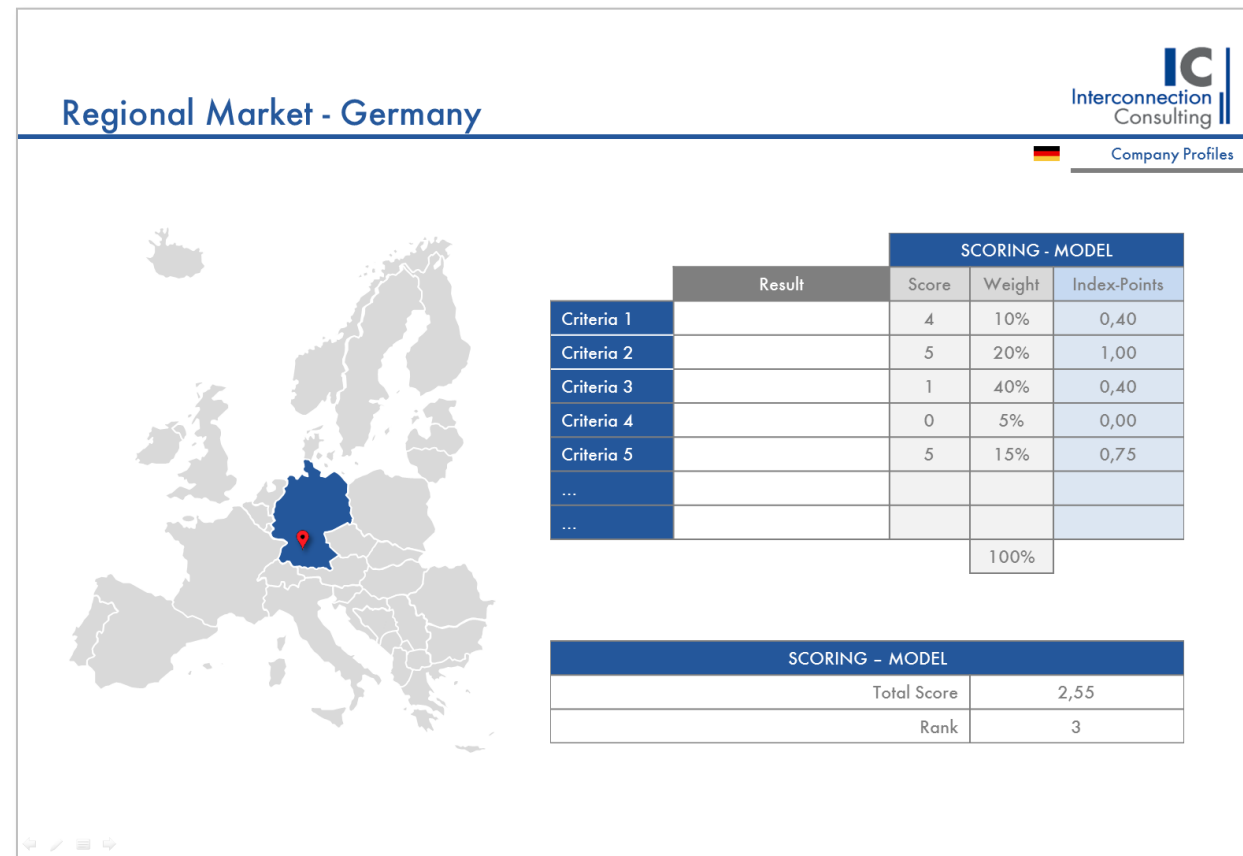


- The market selection model based on a scoring model is basically a quantification of internal and external decision criteria, which are consequently filled with data indeed.
- The model allows to mix and weight a wide variety of different criteria - internal and external, quantitative and qualitative.
- The decision for a specific segment is consequently documented and comprehensive.
- The model is applicable for markets, segments, applications, etc.

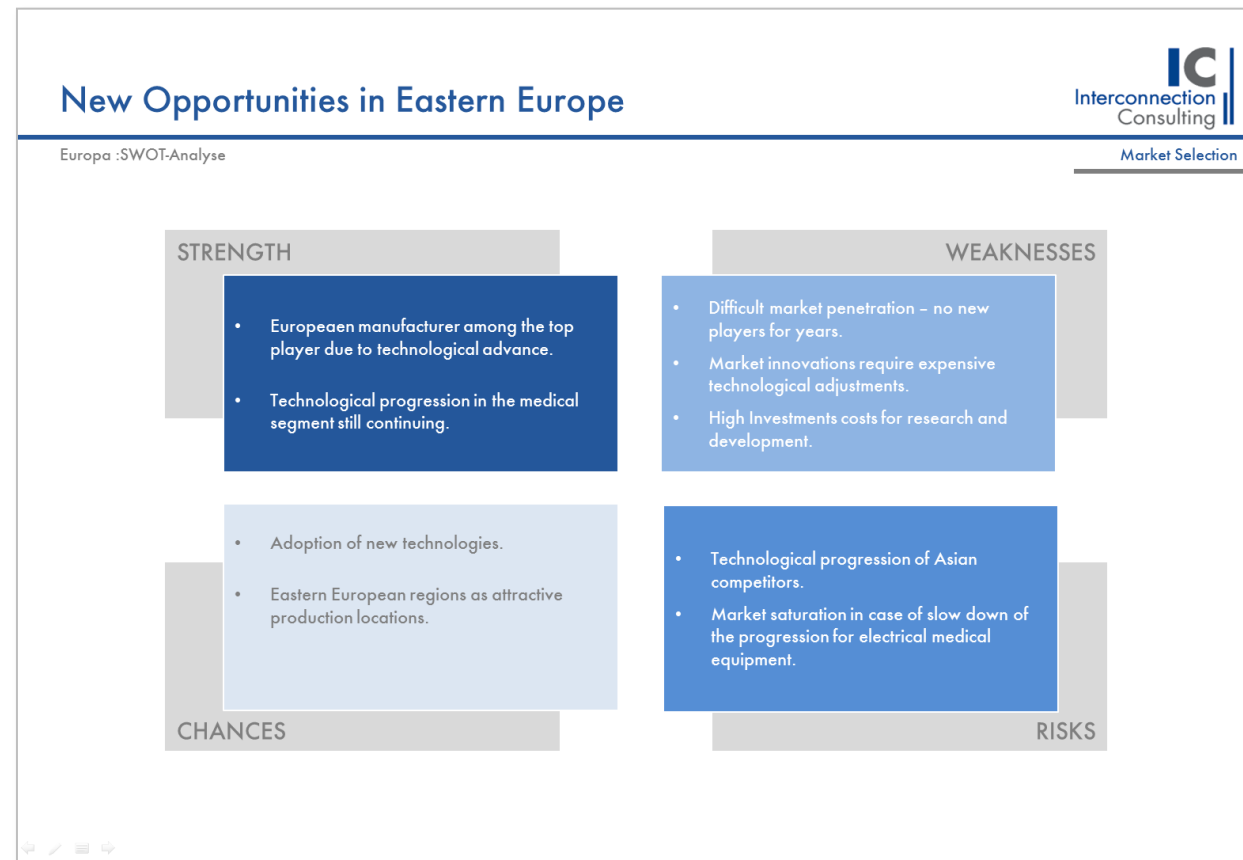


Market Selection Based on a Scoring Model

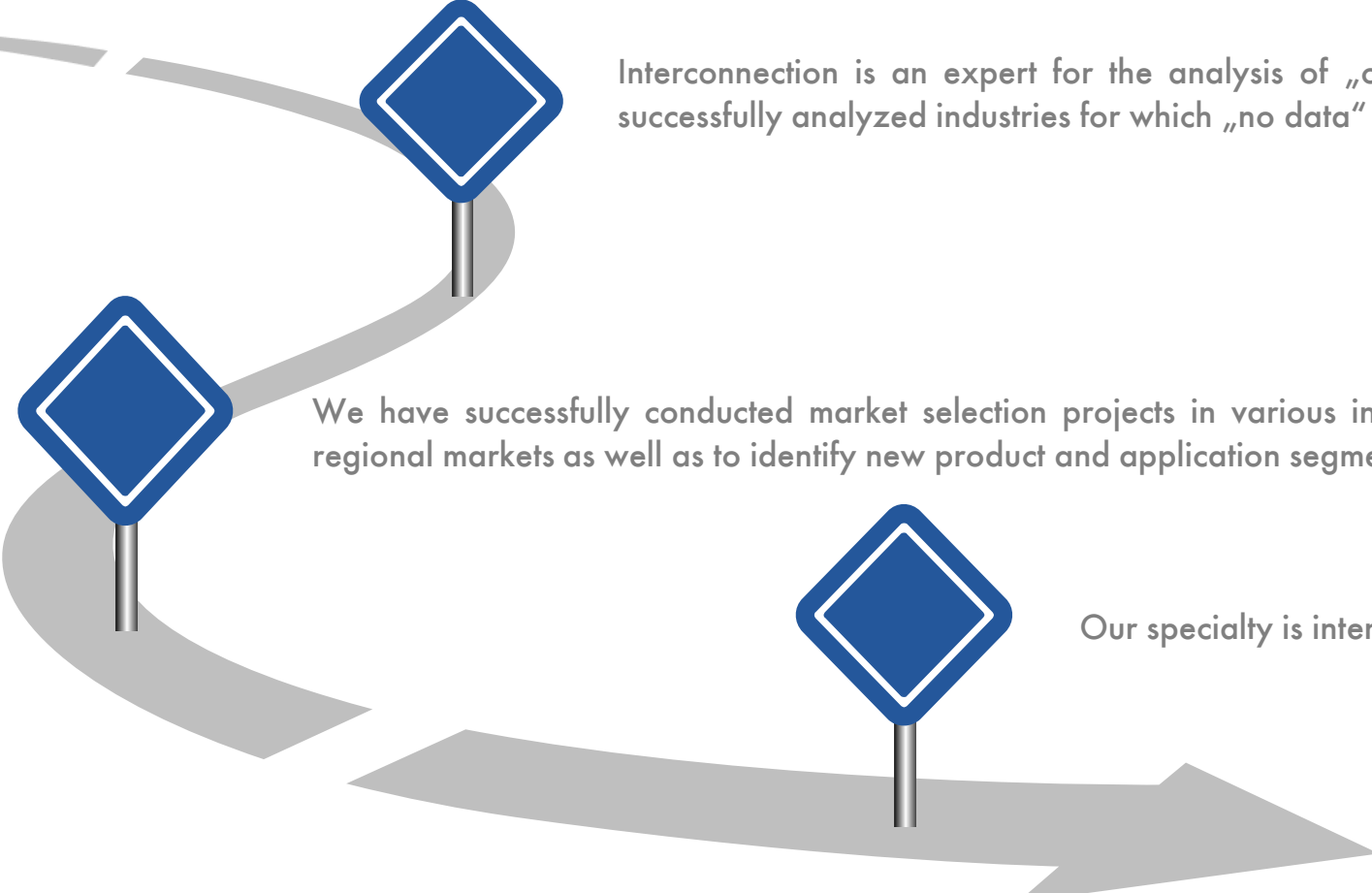
- Breakdown of the considered market selection criteria in course of the quantification of the specific regional market attractiveness in comparison.
- This chart shows dummy figures.



- SWOT Analysis (Strengths, Weaknesses, Chances, Risks) for the analyzed markets respectively segments.
- This chart shows dummy figures.



What Else You Should Know

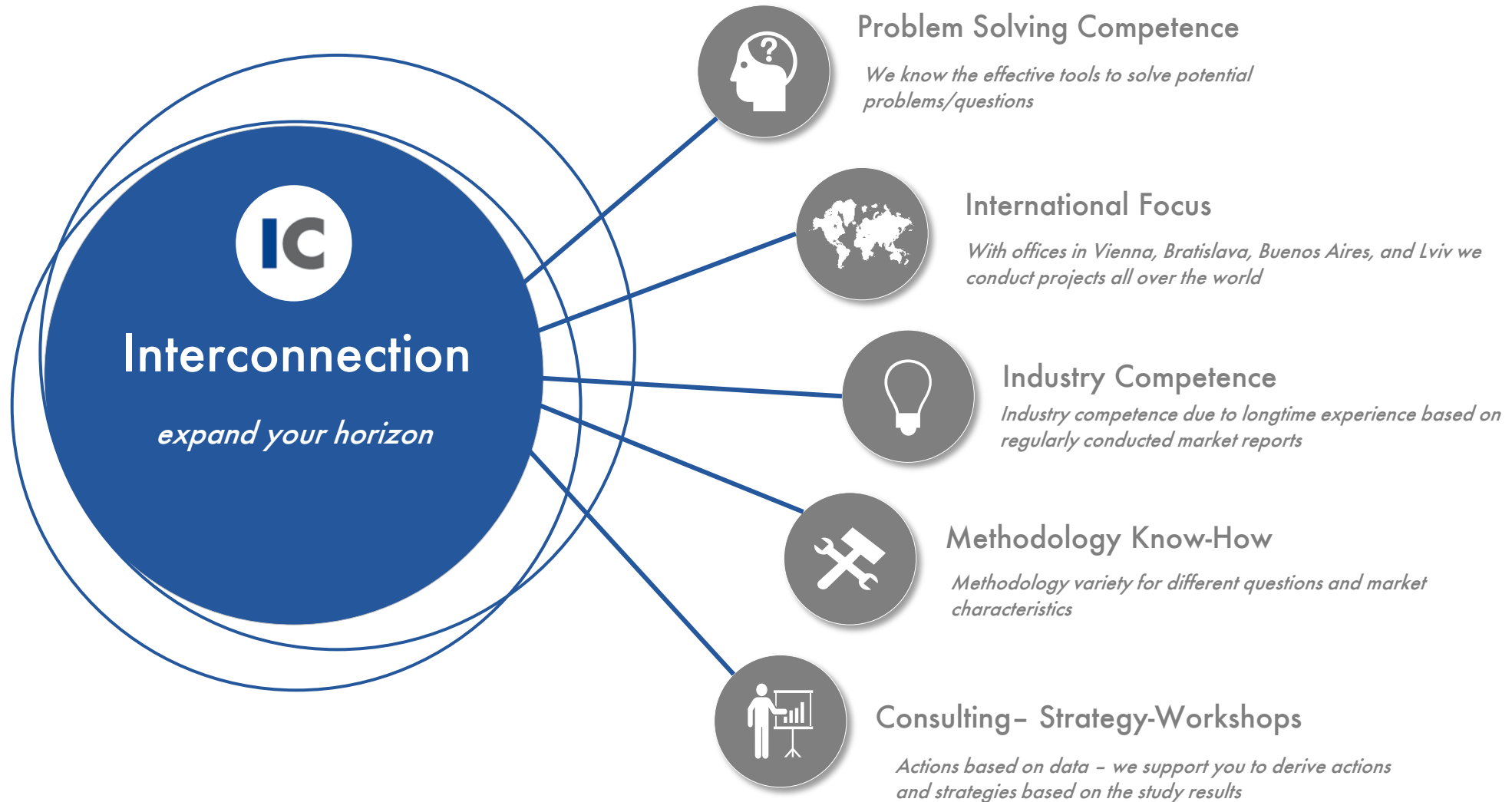


Interconnection is an expert for the analysis of „complicated“ markets. We have successfully analyzed industries for which „no data“ is available.

We have successfully conducted market selection projects in various industries – for the selection of regional markets as well as to identify new product and application segments.

Our specialty is internationality.

Our Goals is to Support You Recording Substantial Market Growth



For further questions,
please do not hesitate to contact us!

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