



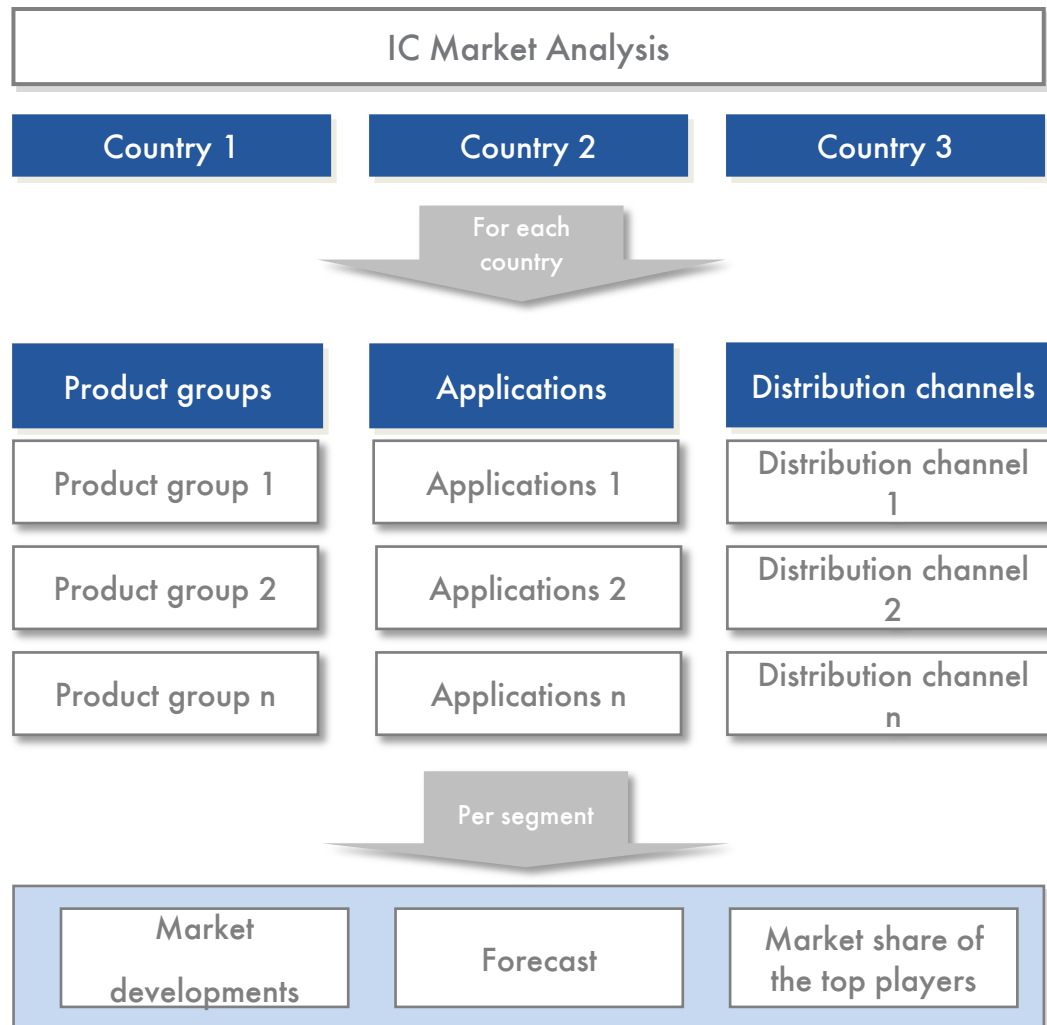
IC Market Analysis

Numbers, Data, & Facts for Determining Your Market

An IC market analysis provides you with precise data on the following:

- The market potential in different countries and segments
- The expected market growth for the upcoming years
- The vendor market shares of the most important producers by segment
- The size of the market segments
- The importance of various distribution channels
- Your advantage: facts, not opinions!

Example Structure of an IC Market Analysis



ADDITIONAL INFO

- Market development/forecast for individual segments and product groups
- Representation of the market drivers and subsequent creation of a forecast model
- Analysis of distribution channel dynamics
- Company profiles and SWOT for the most important companies
- Executive summary und analysis of market trends

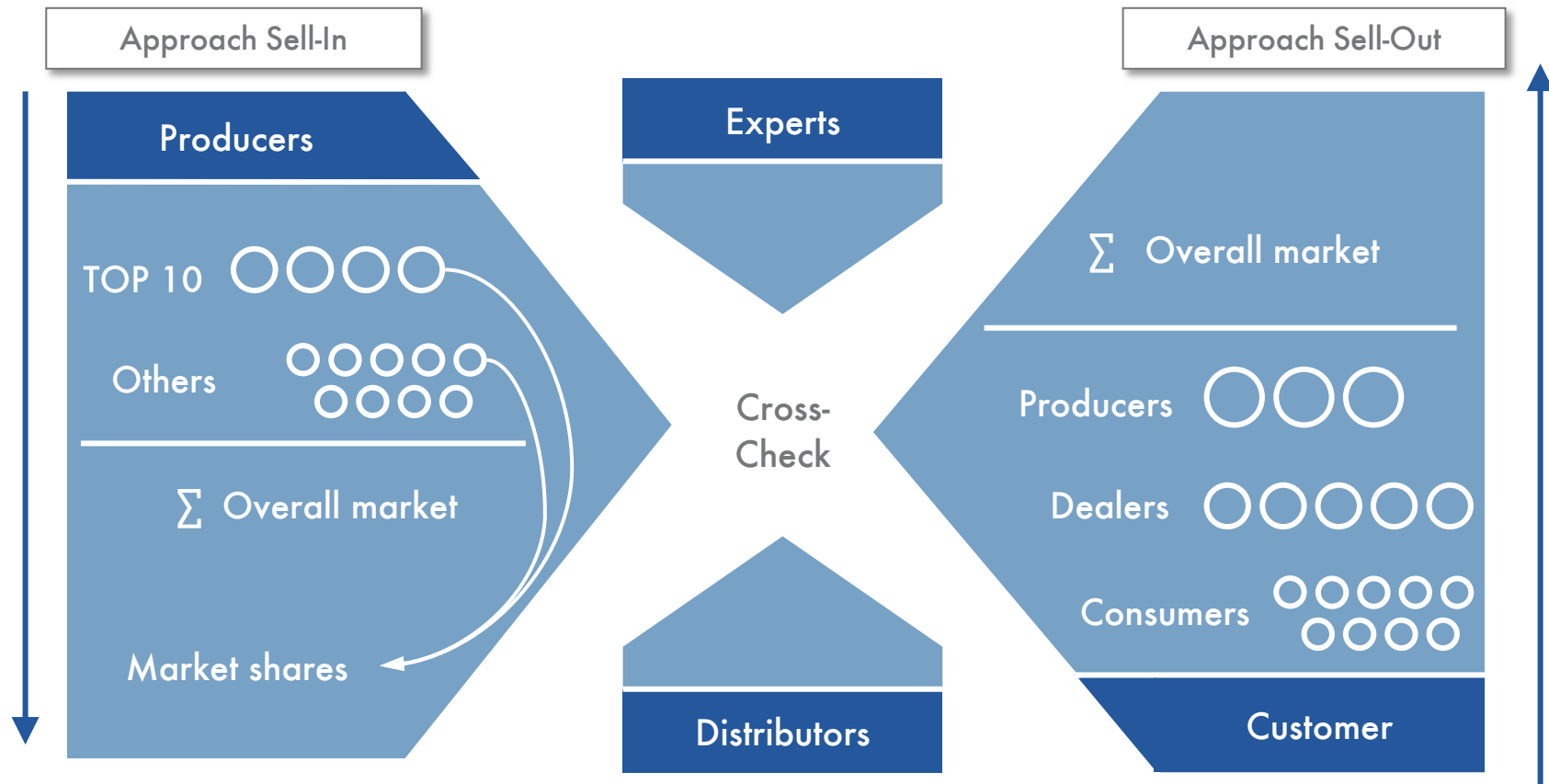
Typical Structure: Modular System

1. Executive Summary	Corporate policy recommendations
2. Market Definitions and Segments	Definitions and explanations
3. Market Volume and Growth	Sales charts by region, segment, etc., incl. forecasts
4. Products and Services	Analysis of the positioning of one's own products and services compared to the competition
5. Competition & Company Profiles	Market shares of the most important market actors Positioning and strategy of top companies
6. Customers	Investigation of customer structure and potential customers
7. Distribution Systems	Analysis of the structure of the distribution system as well as of attitudes and level of demands of the dealers and intermediaries
8. Risks Opportunities Strategies	SWOT analysis
9. Data Bank	All data will be provided as both a PowerPoint and an Excel spreadsheet.

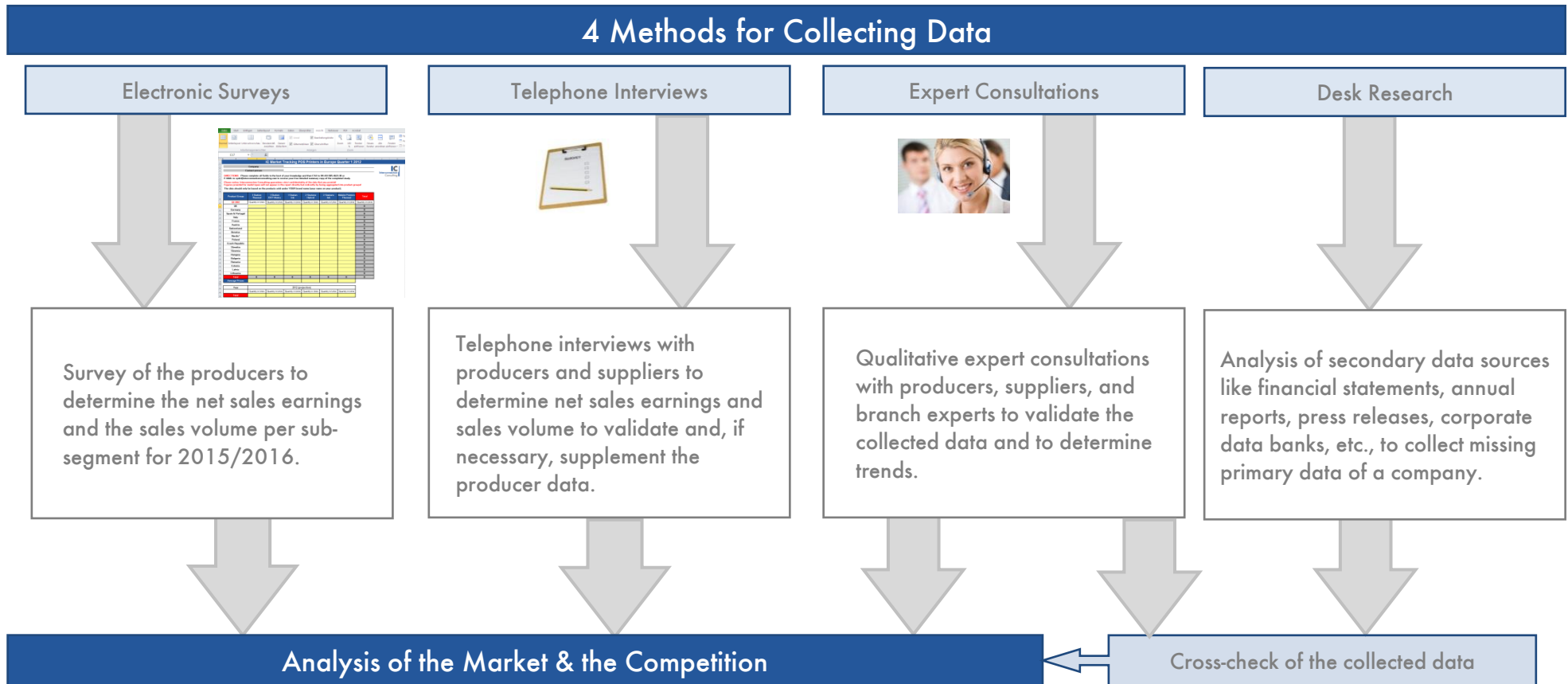
Market Evaluation from Two Perspectives

Representation of the survey methodology

Market Analysis

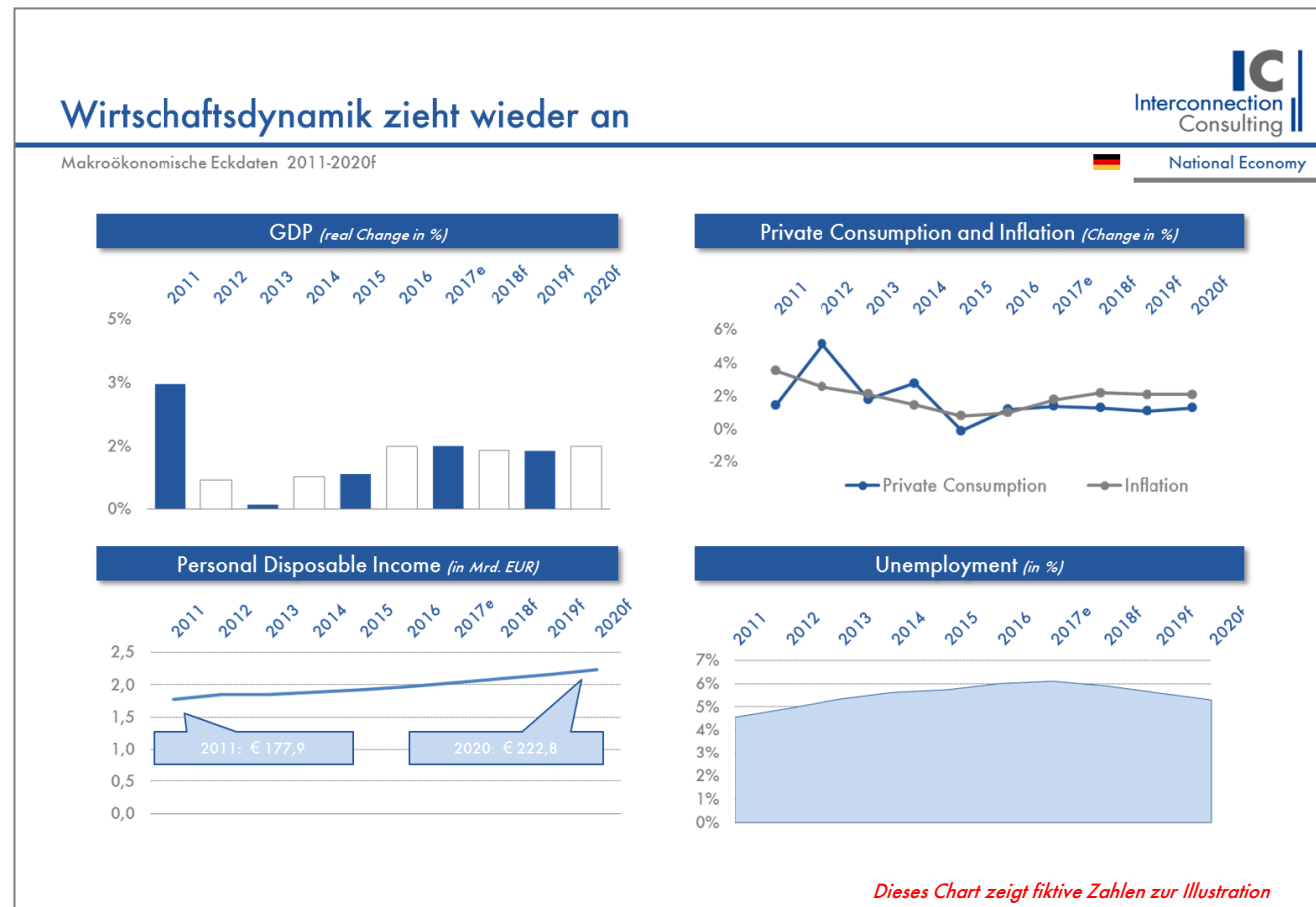


Collecting Data: A Complex Methodological Mix

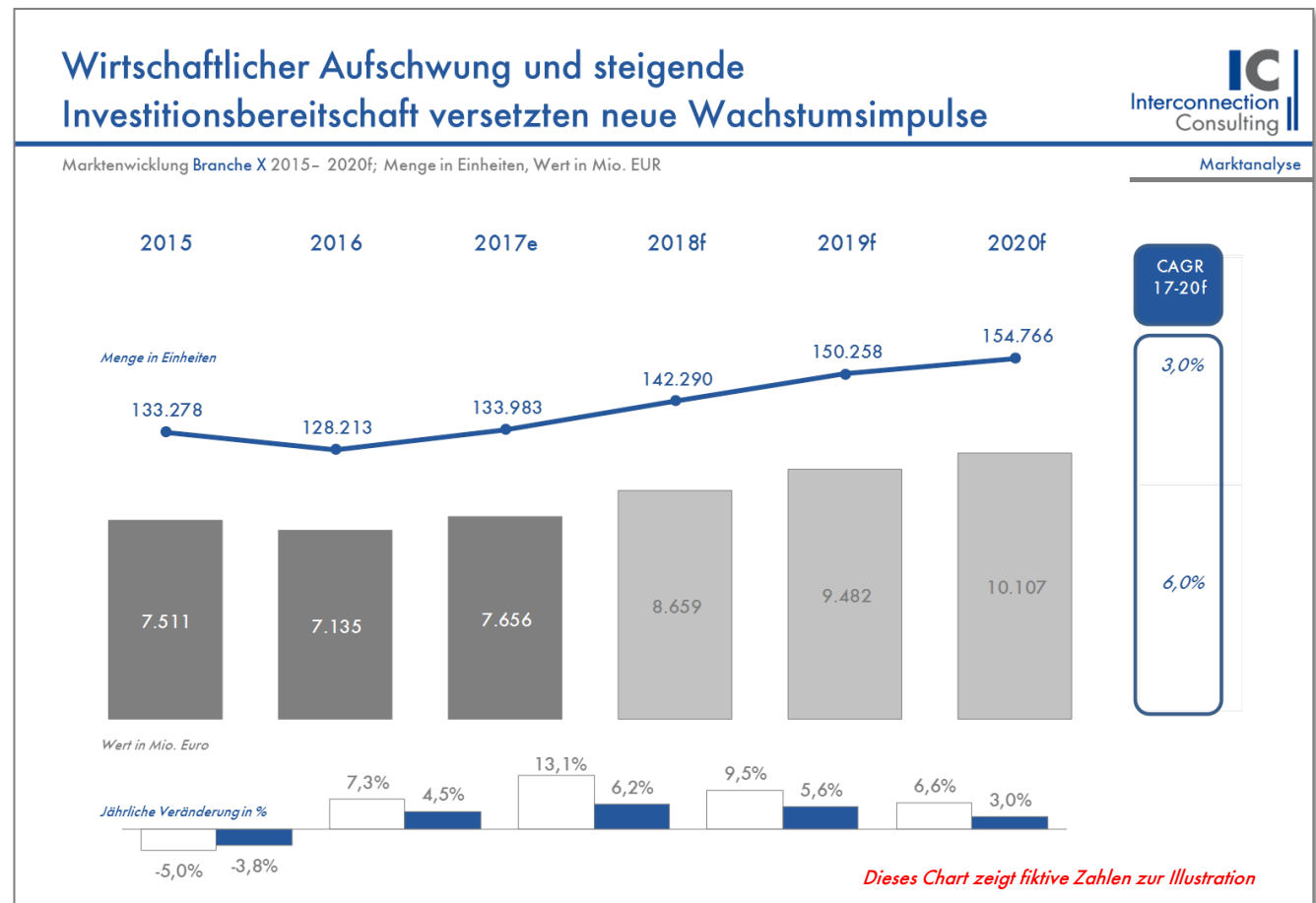


Analysis of Peripheral Business Factors Relevant for the Market

- Analysis of peripheral business factors influencing the market based on overall economic trends and the building sector.
- *This example chart contains fictive numbers.*

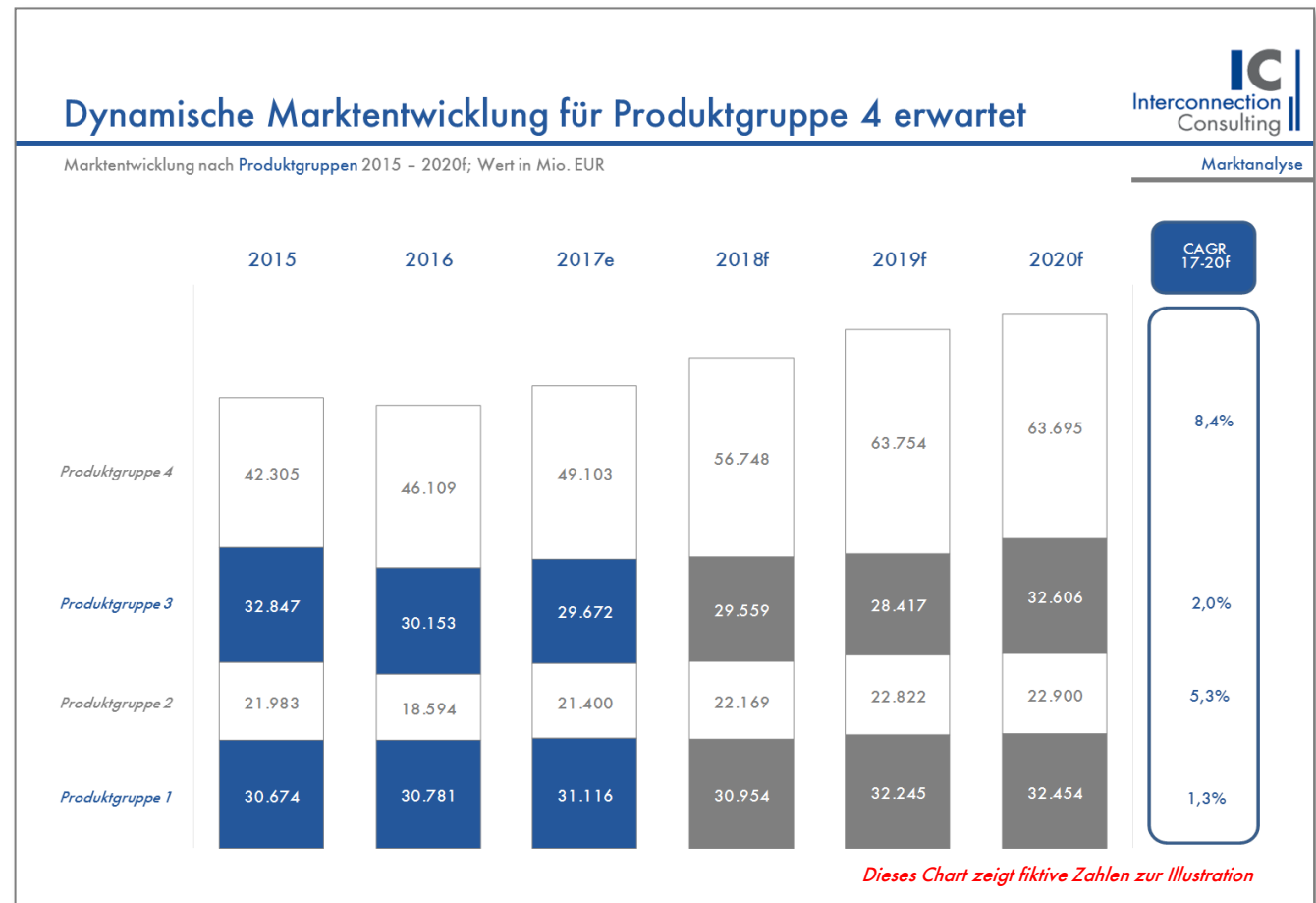


- Analysis of market developments for individual areas of application and per product group, in absolute numbers and in percent.
- *This example chart contains fictive numbers.*

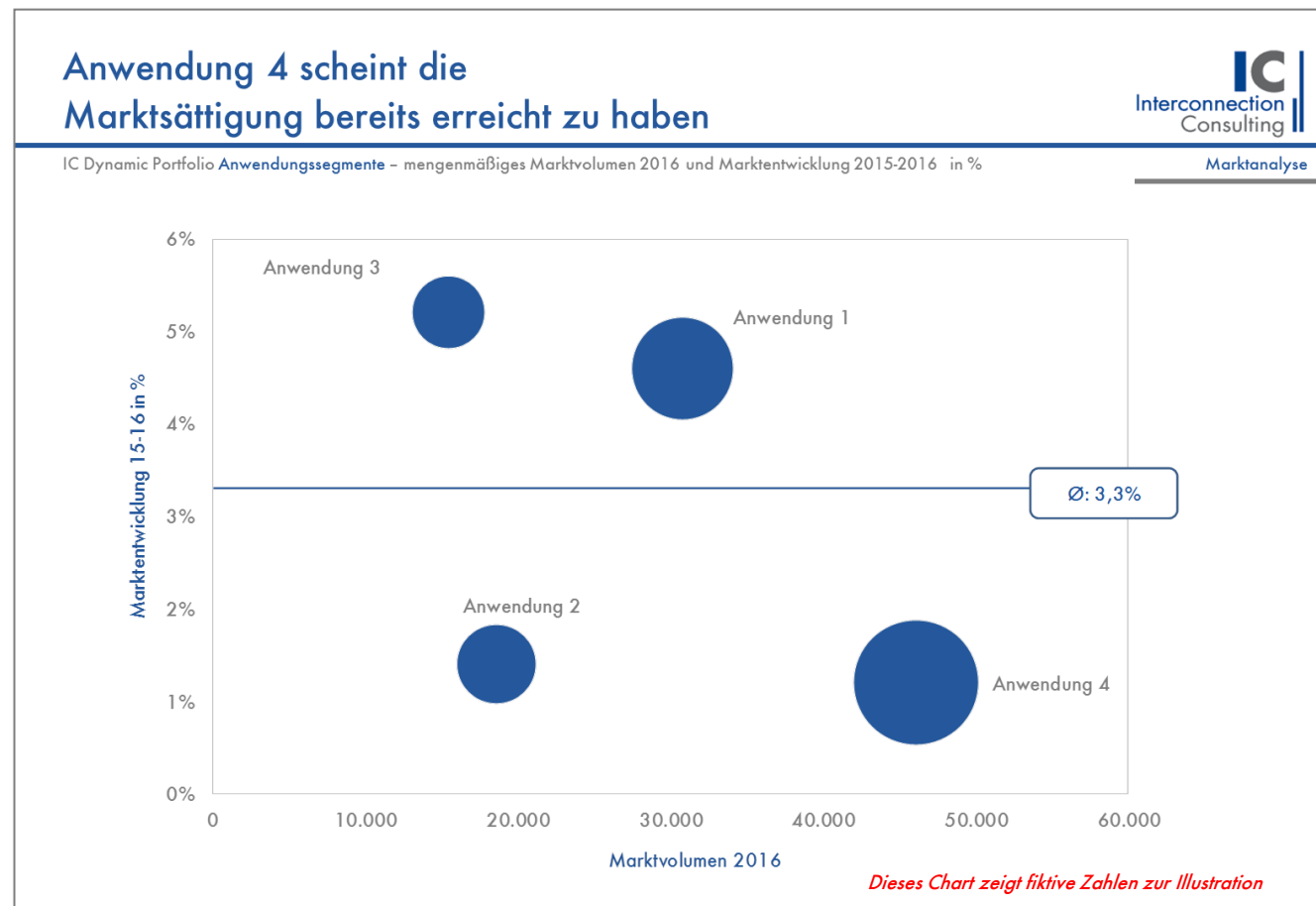


Analysis of Individual Product Groups

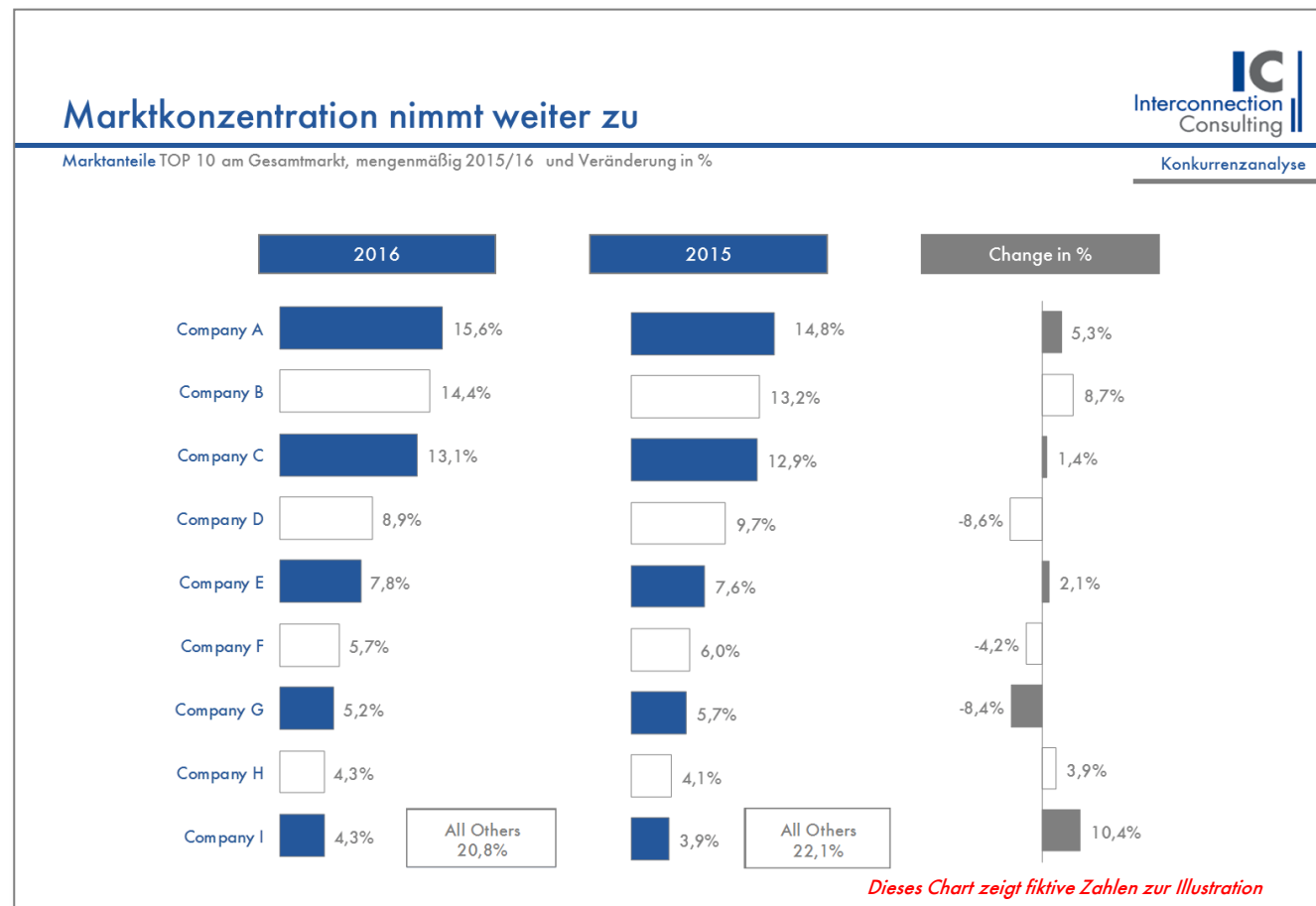
- Analysis of the market development for water technology per product group – in absolute numbers and in percent.
- *This example chart contains fictive numbers.*



- Strategic analysis in the form of portfolio charts for the product groups in question.
- *This example chart contains fictive numbers.*



- Analysis of the competition in the form of market shares for the overall market and for individual product groups.
- *This example chart contains fictive numbers.*



What else you should know

- Interconnection is a specialist in analyzing “difficult” markets. We have been successful in analyzing markets for which “no data” existed.
- We produce over 200 tracking studies annually, the majority of them being multi-client studies. That’s how we’ve gained an edge in know-how.
- Our specialty is internationality.

We are always glad to answer
any questions you may have!

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