

## CHALLENGE

As part of the expansion strategy of an industrial filter provider, we were asked to diversify the company’s product portfolio at the time and to identify, analyze, and, ultimately, tap into new, relevant market segments for a possible market entry.

The goal of the study was to assess predefined market segments as to their market potential and entry barriers. To do so, we developed a three-step market selection model in which the individual steps built on each other. The remainder of the study was to be worked out in detail in joint workshops.

With the help of a scoring system, the individually defined segments were ultimately analyzed and benchmarked. At a group workshop, we defined the selection criteria and determined their relevance for our client’s possible entrance into the market. The scoring model ultimately enabled us to quantify the desirability of the analyzed segments, based on our jointly defined criteria, and to then make further strategic decisions.

## METHODOLOGY

In our first joint workshop, we outlined the relevant criteria to be used to rate the market desirability of the defined market segments. Through desk research we gathered data and information regarding the corresponding criteria. Based on these findings, we discussed at a follow-up workshop the format of the scoring model: scores for the respective segments were to be tallied according to criteria, and individual factors were to be weighted as part of the overall score. Overall scores could then be determined for the individual segments. These overall scores ultimately quantified the market desirability based on the relevant criteria.

## RESULTS

The market selection model enabled us to quantify the desirability and potential of the predefined market segments with just a few criteria. The resulting scores of the analyzed segments represented a decisive basis for the strategic selection of our client’s expansion.

## WHY INTERCONNECTION

- Long-standing experience in B2B market research
- Methodological and branch expertise
- Company interview center with native speakers providing necessary language expertise

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

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