

Case Study

Market Research

Client

Materials Testing Group

New York metro area based independent construction materials testing firm.

Challenge

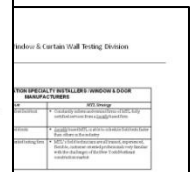
Client company sought to determine if conditions were favorable to enter into a new related market with new laboratory and field testing services.

Actions

- Conducted competitor analysis and assessment of market potential.
- Conducted analysis of client strengths, weaknesses, opportunities and threats pertaining to the new market.
- Developed marketing communications plan.
- Developed target market customer database and direct mail tools for use by in-house staff.
- Developed pricing recommendations for client services.



Competitor analysis



Results

- Materials Testing Group decided to proceed into a new market with investment in equipment and personnel. The company continues to develop and expand sales in this new market.