

Case study – Industrial Weighing Systems

Holistic Market Environment Research in Australia and Thailand

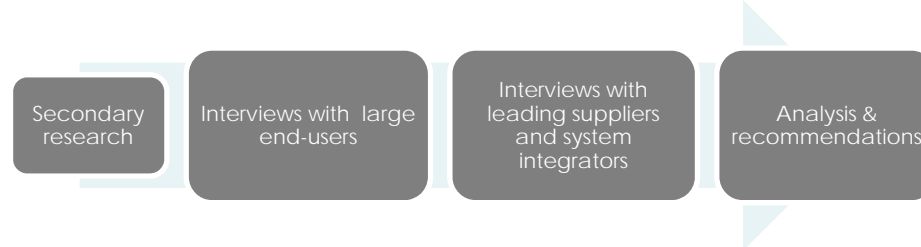
The challenge

A leading European manufacturer of industrial weighing and inspection systems intended to grow its existing business in Australia and Thailand.

The objectives of the study were to understand the size and nature of each country's market so as to formulate a business plan for aggressive growth.

The process

Spire conducted an analysis of secondary data to understand legal, regulatory and macro-environmental conditions, as well as to identify major customers and suppliers of industrial weighing systems. In-depth interviews were then conducted with large end-customers in each of the key customer segments, such as meat packing, processed food manufacturing and logistics services. Our consultants subsequently approached leading suppliers, channels and systems integrators in each market to gain insights into market and industry conditions.



The results

Our clients used Spire's findings to develop sales targets and business plans for Australia and Thailand. Project deliverables included a comprehensive report analyzing overall addressable market size, the size and dynamics for each customer segment, value-chain structure (addressing the role played by regional distributors and system integrators) as well as recommendations for market value proposition, channel and segment targeting.

