



Case Study – Electrical Discharge Machines (EDMs)

Holistic Market Environment Research in 5 Asia-Pacific countries

The challenge

A global Japanese manufacturer sought to understand the market for Electrical Discharge Machines (EDMs) in India, Indonesia, Malaysia, Thailand and Vietnam.

The client wanted to restrategize for existing markets and identify niche areas for entry in new markets.

The objectives of the study were to:

- Gauge the market size (units and values)
- Obtain actionable intelligence on distribution channels, competitor profiling and customer decision dynamics so support business planning, quota-setting and budgeting





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The process

Spire conducted in-depth interviews with EDM manufacturers and dealers, as well as telephone interviews with customers across a representative range of end-user industries.



The results

The client used Spire's report to develop a new strategy based on EDM competitor insights relating to market pricing and precision levels.

Spire's project deliverables included a report that presented specific recommendations on positioning, channels, and target customers in each market.