



# Case Study – Light-emitting Diode (LED) industry

Value Chain Analysis, Customer Decision-making Dynamics Analysis and Customer Database Formation for LED Street Lighting Market

## The challenge

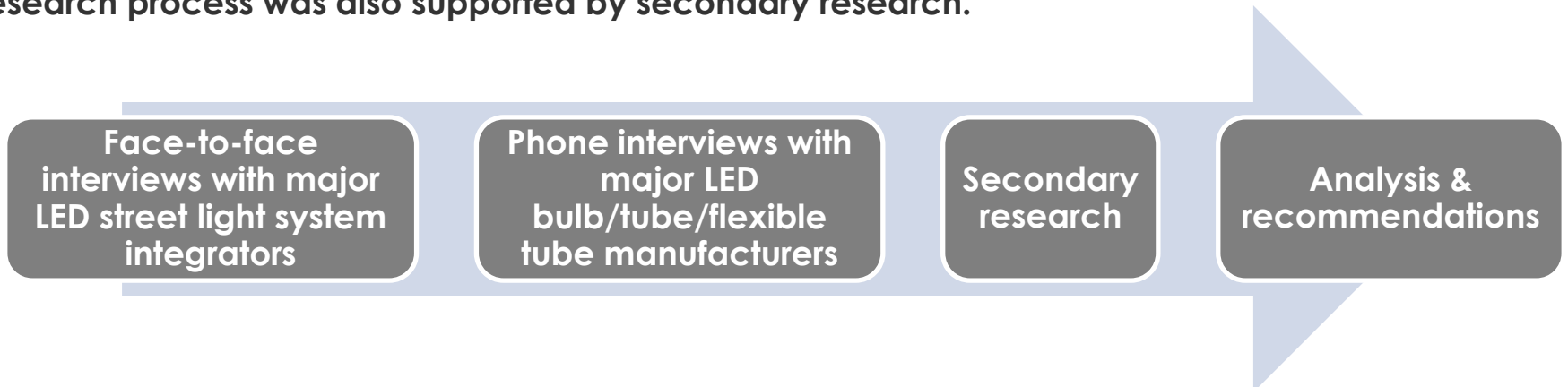
A Fortune 500 company specializing in the adhesive industry wanted to develop its adhesive business in the LED street light, LED bulb, LED tube and LED flexible tube industries in Taiwan and China.

The objective of the study were to:

- Understand the LED street lighting market in Taiwan and China
- Ascertain the value chain of LED street lights
- Map the adhesive purchase decision-making process for LED street lights
- Identify the key influencers and decision-makers for adhesive purchases
- Develop a key customer database to enhance sales efforts

## The process

Spire conducted face-to-face interviews with major LED street light system integrators, as well as phone interviews with major LED bulb/tube/flexible tube manufacturers in China and Taiwan. The research process was also supported by secondary research.





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## The results

Spire's findings and recommendation enabled the client to further develop its footprint in the LED street light and LED bulb/tube/flexible tube industries.

### Project deliverables included:

- **Value chain analysis**
  - Map value chain for LED street lighting
  - Understand roles and relationships of all parties in the value chain
  - Identify who bids in LED street lighting projects
  - Understand the business model of system integrators who work only on overseas projects
- **Customer decision-making dynamics for adhesive purchase**
  - Map decision-making process of adhesive purchases for LED street lights
  - Identify key influencers and decision makers
  - Assess key decision making criteria and importance rating for each
  - Analyze overall satisfaction level for each adhesive brand among current users and reasons for satisfaction/dissatisfaction
- **Potential customer database**
  - Provide information per company such as key contact person, contact details and production volume

