



CASE STUDY: NEW MARKET DEVELOPMENT OPPORTUNITY ASSESSMENT

"Line of Sight provided research and insight that identified important market potential for a specific part our business. Within 12 months, this part of our business increased dramatically. In addition to their professional approach, Steve and his team are a pleasure to work with."

- CEO, Environmental Services Industry

"This report was wonderful. Thank you for turning it around quickly. I also appreciate you sending over the extra materials!"

- VP, Market Research and Competitive Intelligence, Financial Services

Situation:

A global client in the financial services industry was looking for growth opportunities. Since its primary business is in a mature industry with steady but lower growth rates, senior management wanted to assume greater internal risk in the company's business portfolio by finding high-growth markets. They wanted to make smart bets, however, and invest only in opportunities where it could leverage its strengths and successfully compete. The client's internal innovation team identified a short list of five potential markets that it felt aligned closely with their own internal capabilities, but it needed the external perspective.

Solution:

Line of Sight Group initiated a project to evaluate the five potential markets and assess the current and future states for each market. Evaluation criteria included future market demand, competitive dynamics, table stakes and differentiators, and others to determine 'Can we grow?' and 'Can we win?' By combining secondary, observational and primary sourced data, Line of Sight Group not only delivered the insight needed to make the right decision, but also identified technology and human resources that the company would need in order to successfully compete.

Benefit:

The findings revealed one obvious market opportunity, two for immediate elimination and two others where the conclusions were not as straight forward. The most attractive market was truly a niche with high growth rates, an underserved population of physically handicapped consumers and suppliers who told us that they were not good at serving this segment. The client made immediate investments to enter the market and has enjoyed success ever since. It even hired one of the subject matter experts that Line of Sight uncovered to assist in its sales efforts. In addition, management was able to defer investment in the unattractive segments and move resources into further exploring the remaining opportunities.

