



Foundation Drilling Equipment Market Assessment

Case Study

Client	Global manufacturer of construction and mining equipment
Industry	Construction and mining
Products	Drilling rigs and related equipment

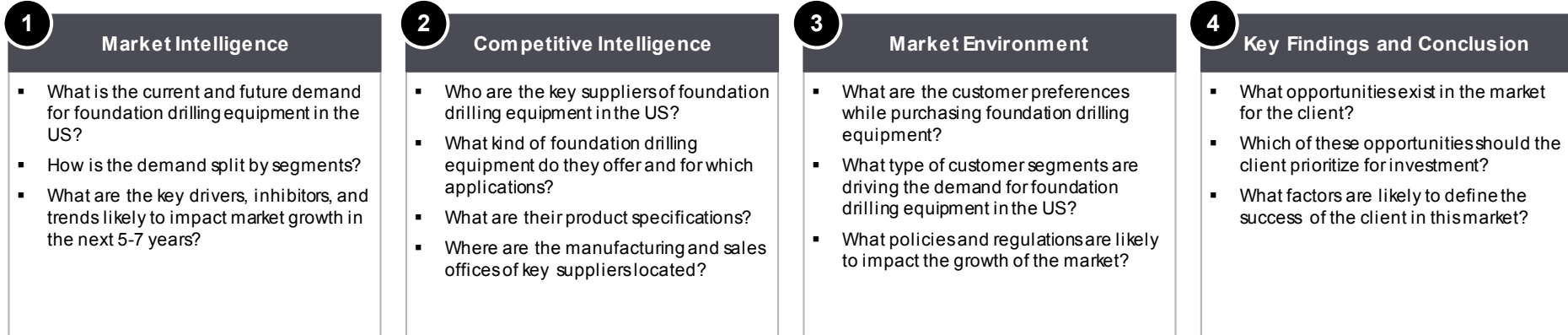
Context

- The client wanted to establish its base in the US foundation drilling equipment market, and thus, required assistance to assess growth opportunities that existed in the market (*in terms of demand for various types of products*), besides the competitive level and regulations related to the use of drilling equipment.

Key Business Questions

- What is the current opportunity in the foundation drilling equipment market in the US? How is the market expected to grow in the next 5 years?
- Which products and segments hold the highest potential? Where should the client invest?
- What are the key drivers of the market? How will regulations and policies governing the use of foundation drilling equipment impact the market?
- Who are the competitors? What products do they offer and in which cities of the US are they distributed?
- How should the client equip itself to successfully serve customers in this domain (*with respect to equipment, accessories, consumables, service, and financing/leasing options*)?

Engagement Scope



Research Methodology

Secondary Research

- Conducted desk research to gain an overall understanding of the market and its key players
- Referred to industry associations, journals, portals, government sources, and company websites

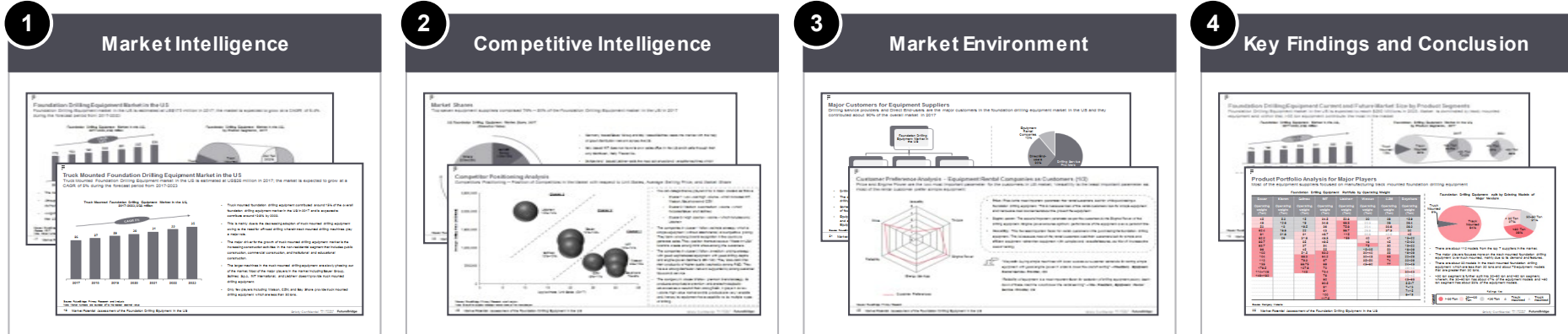
Primary Research

- 300+ telephonic interviews conducted with equipment manufacturers, distributors, drilling service providers, rental companies, and industry associations

Benefits to Client

- Insights provided by FutureBridge helped the client understand market attractiveness as well as the number of key competitors and their product offerings.
- The final output was used by the client to prepare a business plan to enter the market.

Sample Analysis



Thank you

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