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 asses 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

- Market Intelligence
- What is the current and future demand for foundation drilling equipment in the US?
- How is the demand split by segments?
- What are the key drivers, inhibitors, and trends likely to impact market growth in the next 5-7 years?

2 Competitive Intelligence

- Who are the key suppliers of foundation drilling equipment in the US?
- What kind of foundation drilling equipment do they offer and for which applications?
- What are their product specifications?
- Where are the manufacturing and sales offices of key suppliers located?

Market Environment

- What are the customer preferences while purchasing foundation drilling equipment?
- What type of customer segments are driving the demand for foundation drilling equipment in the US?
- What policies and regulations are likely to impact the growth of the market?

Key Findings and Conclusion

- What opportunities exist in the market for the client?
- Which of these opportunities should the client prioritize for investment?
- What factors are likely to define the success of the client in this market?

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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

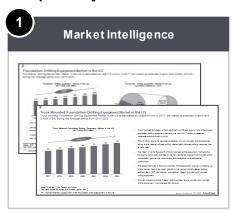
Primary Research

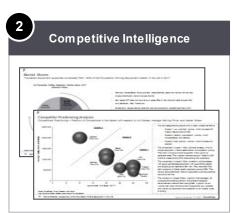
 300+ telephonic interviews conducted with equipment manufacturers, distributors, drilling service providers, rental companies, and industry associations

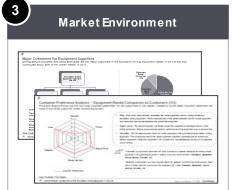
Benefits to Client

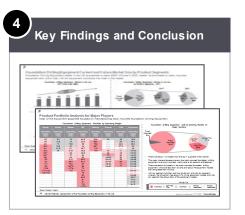
- Insights provided by FutureBridge helped the client understand market attractiveness as well as the number of key competitors and their product offerings.
- The final output was used by the client to prepare a business plan to enter the market.

Sample Analysis









Thank you

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