**Application Scouting: Power Units & Valves** 

**Case Study** 



## **Application Scouting: Power Units & Valves**

Client	A leading automotive component supplier
Industry	Automotive, manufacturing, and others
Products	Compression, automation, and drive technology solutions

#### Context

 The client w anted to explore emerging application areas for specific power units and poppet valves with an aim of improving its product sales.

#### **Key Business Questions**

- What are the emerging applications for power units and valves?
- How are these applications characterized with respect to market size (value and volume), growth rates, and technical requirements?
- Who are the leading players (potential customers) in these applications?

#### **Engagement Scope**



#### **Application Landscape**

- Listing potential applications or usecases relevant to the client's product specifications
- Analysis of technical requirements for key application areas
- Identification of potential modifications required in poppet valves and power units

# 2 Opportunity Identification

- Benchmarking/comparative assessment of key applications identified from the application landscape
- Market size estimation by value (\$) and volume as well as the expected growth rate
- Overview of the value chain of the application industry
- Geographicalinsights

# Competitive Landscape

- Identification of key players and their product offerings
- Overview of competing products
- Analysis of key relevant target markets for specific products
- Listing key customers for power units and valves
- Identification of potential customers for the client

# Key Findings

- Identification of application industries that will be key target markets in the near future
- Analysis of market dynamics (high market value and low competition density and vice-versa)
- Listing critical success factors and associated challenges

### **Application Scouting: Power Units & Valves**

#### Research Methodology

#### Secondary Research

- Conducted desk research to understand the overall market
- Referred to paid databases and identified key application areas

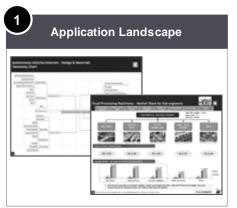
#### **Primary Research**

 20+ telephonic interviews with manufacturers, distributors, industry experts, retailers, consumers, etc.

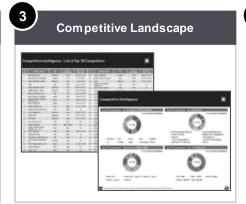
#### **Benefits to Client**

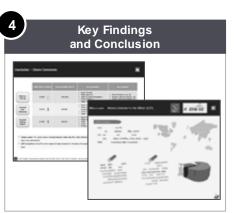
- The study recommendation led to the development of new product requirements for emerging applications.
- The client was able to develop a better understanding of recommended applications and related potential customers to develop a robust go-to market strategy.
- The study provided the client with a better outlook on competitor activity and future market strategy for similar products.

#### Sample Analysis









## Thank you

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