



# Application Scouting: Power Units & Valves

Case Study

# Application Scouting: Power Units & Valves

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

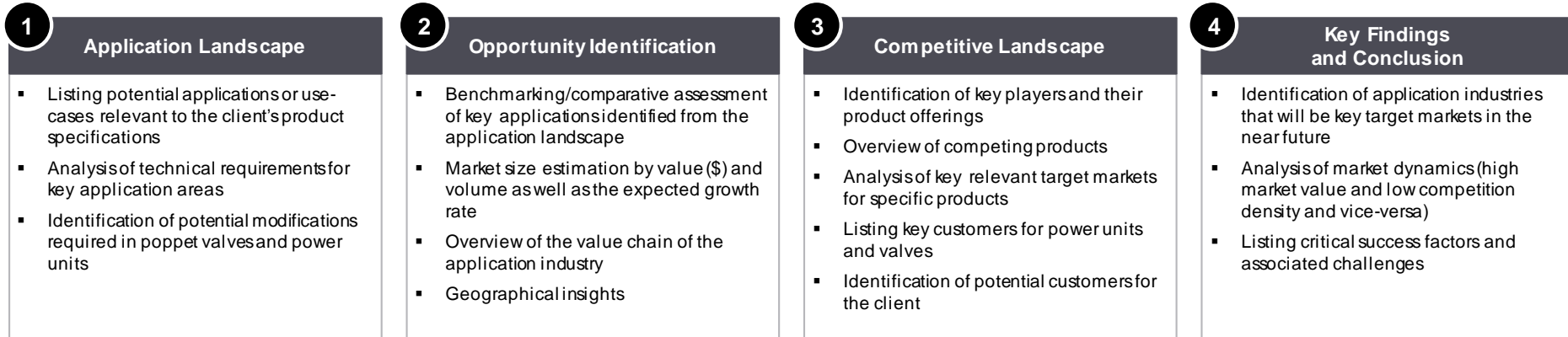
## Context

- The client wanted 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



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## Research Methodology

### Secondary Research

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

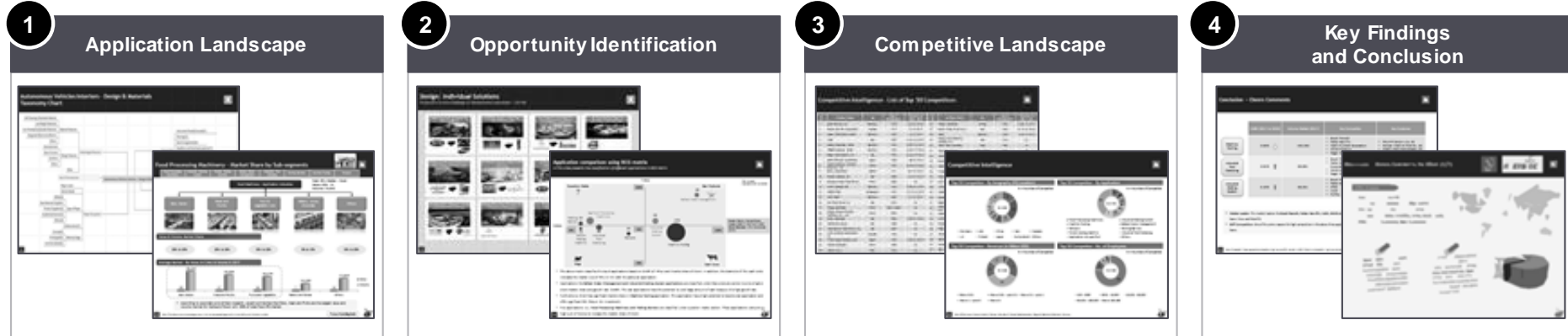
### Primary Research

- 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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