



**inception associates**

## High tech composites for the transport market .

**Client :** European composite manufacturer.

**Project:** To provide research into requirement of Light weight materials and manufacturing in the EU transport market.

**Actions:** Our client needed to understand whether it was commercially viable to launch a new manufacturing system and product line in the EU. A project scope was devised based around a McKinsey Growth Pyramid, our clients preferred method of planning..

Whilst we are to contact via the phone, many of our target market were actively engaged in online groups. We used these groups to gain the required information without alerting competitors to our client's intentions.

**Results:** The project delivered the required information in the agreed format. Research showed an already crowded, mature and cost conscious market. This caused our clients to revise their offerings and enter a "budget" instead of "premium" strategy for their products & manufacturing licence.

**Project Charging:** A fixed cost research project was agreed, with defined outcomes and a full report.

Total project costs £36,000.00

### Summary

Whilst not the results they wanted, 100,000's of Euros were saved by moving from their preferred position to a stance that the market would (and did) accept and purchase.