New Market Entry Assessment

Client

Leading Global Physical Infrastructure Equipment Manufacturer

Our client sought to understand the market dynamics, industry value chain, competitive scenario and target end-users for its infrastructure equipment products in order to enter the Solar Power industry in the US.

The Before State

Client did not have a presence in the solar power industry and wanted to establish the same via existing and new product development to increase market penetration.

The After State

Client launched the product in the new vertical and recorded **~5% increase in sales** via new business vertical. Gradual increase in profitability margin by understanding geographical reach and customer base.

The LatentView Solution

Provided detailed analysis of market size, product segmentation, drivers, end-users and product demand to enter the market through secondary research, data-driven insights.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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