B2B International Market Evaluation

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Questions: Please use the Q&A pod located at the bottom of your screen

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Recording: All webinar registrants will be emailed a link to access the recorded webinar and additional materials.
Background on Hanover Research

- Market and institutional research firm headquartered in Washington, DC
- We provide solutions in the areas of:
  - Market Assessment
  - Customer Knowledge
  - Product Management
  - Data Insights
  - Marketing & Brand Strategy

- Today’s topic is of particular importance as we work to help our clients access new markets and gain a competitive advantage globally
During today’s webinar, we will cover the following topics:

- An examination of key market evaluation strategies
- Case studies of the use of market evaluation strategies
- Q&A

**Presenter:**

Ryland Potter
Hanover Research
A Comprehensive Market Research Strategy

Five key components to a successful, comprehensive market research strategy
A Comprehensive Market Research Strategy

- **Market assessments provide directional guidance such as:**
  - Strategic growth
  - Product planning
  - Budgeting

- **It is important to understand the size of an opportunity as well as:**
  - Drivers
  - Risk factors
  - Unmet needs
  - Current state of competition
What makes B2B and “international” unique?

B2Bs typically face more complex decisions than B2C counterparts

- Smaller customer bases
- Longer lead times
- Longer sales and supplier evaluation cycles

On the international side, you don’t know what you don’t know

- Missing and/or inconsistent data
- Difficult to do objectively
- A cornerstone of companies’ growth strategies moving forward
How do we define a comprehensive market evaluation?

**Market Evaluation**

**Fundamentals**
- Size, growth, drivers
- Environmental risks
- Technological landscape
- Channels to market
- Competitive landscape

**Expansion**
- Market entry/partnership evaluation
- Competitive intelligence
- Industry and trend monitoring
What is the goal of a market evaluation?

**Define, differentiate, and prioritize opportunities**

To this end...

- examining market drivers is the key turning point from snapshot to actionable document

Through an examination of environmental risks, technological landscape, channel to market, and competitive landscape, the questions a comprehensive evaluation can help address:

- To what extent is the operating environment expected to change?
- Will your products thrive?
- What should you consider in entering the market and how well can your existing structure be transferred?
- From whom you need to take market share – and what will set you apart?
## Resources

### Off-the-shelf market reports
- Frost & Sullivan
- IBISWorld
- Euromonitor International
- Freedonia

### International production and trade data
- U.S. Department of Commerce
- U.S. International Trade Commission
- Business Monitor International
- Economist Intelligence Unit

### U.S. gov’t reports & country monitoring services
- Industry and trade publications
- Data and inputs provided by market participants
  - Earnings reports
  - Patent filings
  - Industry surveys/interviews

## Techniques

### Top-down demand and market segmentation modeling

### Bottom-up market estimation

### Macroeconomic forecasting

### Value-chain mapping

### Technology adoption lifecycle and product penetration modeling

### Benchmarking and case studies

### Industry surveys and in-depth interviews
What is a market evaluation not?

Market evaluations are intended to be a high-level document or first step in the decision-making process, not a definitive roadmap for how to enter a market.

To determine the path to market or mode to market, there are several extensions of the market evaluation:
How do I incorporate market research into my strategic planning processes?

- Build a knowledge base of available resources, both internal and external
- Be targeted and systematic
- Revisit your assessment
Q&A

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Thank You

Thank you for participating in this Hanover Research webinar. A link to the recording of this webinar will be emailed to you.