



Point-of-Sale Technology Manufacturer **Market-Entry France & Spain**

COMPANY INFO

The company size was £5 million in revenue and 70 employees. It is a leading UK-based manufacturer of point-of-sale cash-counting equipment. A change of ownership triggered an investigation of market growth opportunities in Southern Europe.

ASSIGNMENT & DELIVERABLES

Evaluate the state of the business in France & Spain and determine the size of market growth opportunities. Deliverables for each territory:

1. Market Research Report
2. Market-Entry Strategy
3. Sales Strategy & Projections

PROCESS

After conducting a complete industry, competitor and alternative-product analysis, Callam travelled to France where he worked with a colleague to interview over 300 shop-keepers, fast-food restaurant staff, distributors, and potential new customers. In addition to encountering numerous new sales opportunities, the research revealed how the product was perceived in the market-place, its flaws, and its competitive benefits.

OUTCOMES

€36 million market growth opportunity in France and €38 million opportunity in Spain over 5 years, including the initiation of discussions with significant new channel partners. Presentation of market findings to the Chairman and CEO.