

> **The Customer**

The business segment, packaging machines, of a global leading manufacturer of machines and systems.

> **The Challenge**

For existing packaging technology, the company is seeking an expansion potential outside the current core market. Growth markets are to be identified and competitive situations strategically analyzed.

> **The Solution**

At a customer workshop, the technological requirements for potential target markets are initially defined. Subsequently GVM experts evaluate the company's own database "Market Volume Packaging" in accordance with previously defined criteria and develop a tool for standardized target market evaluation in terms of market potential, market dynamics and technological feasibility.

In the second part of the project, the consultants of our strategic cooperation partner sciendea+ identify direct and indirect competitors and, in detailed profiles, determine their market shares, turnovers, EBIT-margins, products, target markets, technological performance and success factors of the respective business models.

In summary, the project team develops expansion scenarios, which are then strategically evaluated based on implementation and success probability.

> **The Result**

The detailed study provides the customer an overview of trends, potentials and competitive structures in the - for the existing packaging technology - relevant target markets. The analysis is thus the sound basis for a sustainable expansion strategy.

> What can we do for you? Find out more at www.gvmonline.de or give us a call at: +49 (0) 6131 33673-0. We are happy to be of assistance!