

> **The Customer**

A medium-sized company with a focus on manufacturing corrugated cardboard packaging.

> **The Challenge**

The company pursues an organic growth strategy. The market attractiveness of a second production site in Germany is to be tested to create a sound basis for investment decision-making.

> **The Solution**

The project was conducted in cooperation with Berndt + Partner and comprised following analysis steps:

- > Analysis of the customer's product portfolio and market analysis of consequential target industries with the aim to clarify attractiveness of the customer's product portfolio for the target industries.
- > Identification of possible customers and their sales potential for the surrounding region of the prospective location
- > Survey of a selection of potential customers to identify market demands and market entry barriers.
- > Conduction of a competition analysis with a focus on the new location including an assessment of the strengths and weaknesses of competitors in comparison with the customer.

The various analysis results were compared with sales expectations at the potential location. Opportunities and threats were evaluated. This led to recommendations, which were discussed with the customer at a workshop.

> **The Result**

Detailed analyses provide the customer with an overview of the market framework conditions for a second location. The decision was quickly made.



> 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!