

Benchmarked competitive performance for cryogenic pumps in Asia

Competitive intelligence | Industrial & logistics

Client benefit

- Advised the client on how to **maximise its product strengths** and minimise weaknesses against local competitors.
- Helped to achieve **greater competitiveness** in the local markets.

Issue

A global manufacturer of closed-loop cryogenic refrigeration systems wanted to investigate the performance and capabilities of its main local competitors in five Asia-Pacific countries

Approach

Fusion focused the research on two key areas for each competitor:

Company performance

Product performance

Analysis & recommendations

- Analyzed strengths and weaknesses of each competitor
- Benchmarked each competitor's key product commercial performances and technical features against client's offerings
- Recommendations on competitive strategies for the client against each competitor

Overall Performance Comparisons

