

Assessed retail channel potential for welding gas and consumables in Malaysia

Market entry | Chemical

Client benefit

- Clear **road-map** for introducing a unique new proposition to the market.
- Market **segment prioritisation**.
- Understanding of the **best-fit product and service offering** for each segment.

Issue

Client wanted to:

- Reduce the reliance on its distributor sales channel to increase margins and profitability
- Determine potential for a new gas and consumables retail market

Approach

Combined customer feedback with supply-side insights for modeling

INPUT	MODELLING	OUTPUT
<ul style="list-style-type: none"> • Customer interviews • Vendors and distributor insights • Market and macro trends 	<ul style="list-style-type: none"> • Supply by products, customers and regions • Demand needs and behaviors • Macro factors (eg. sector output growth, customer growth, GDP forecast) 	<ul style="list-style-type: none"> • Potential market segments size and growth

Analysis & recommendations

- Quantified potential to increase profitability by reducing reliance on distributors
- Identified customer segments to target
- Recommended product and service offering (merchandise, pricing and value-added services)
- Identified purchase drivers for each key customer group to motivate switching
- Identified decision makers to target
- Recommended retail outlet locations

Catchment A

Catchment B

10 mile commercial circle will attract 75% of customers (20 minute drive)

15 mile commercial circle will attract 92% of customers (>20 minutes)