

Market Entry Research

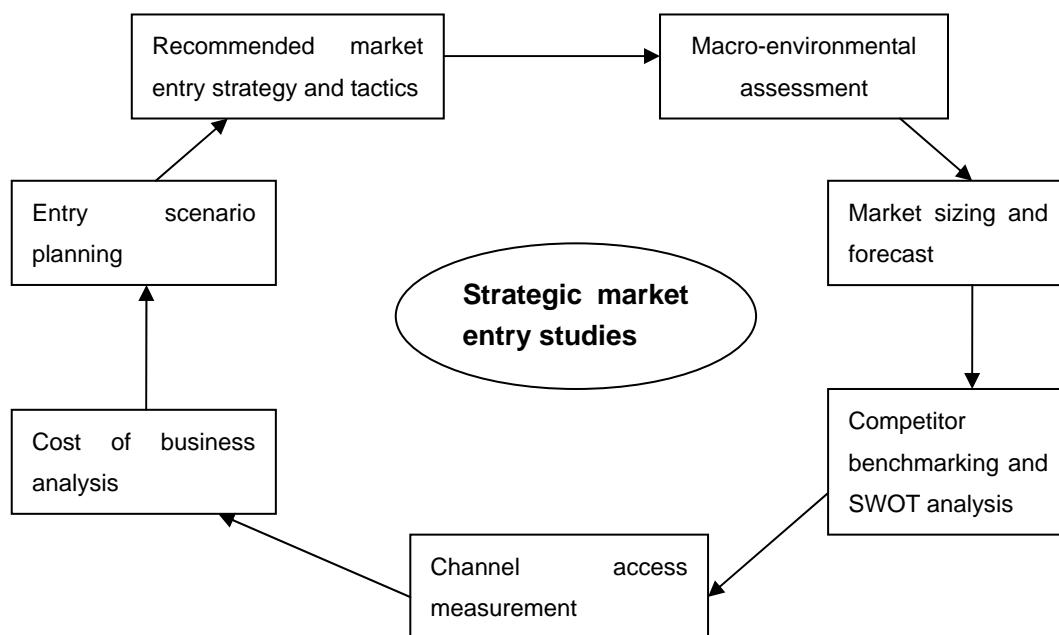
CASE STUDY: Research on CT Market Entry Mechanism

Client: A domestic leading CT enterprise

Project Objective:

Identify market potential of producing CT

Methodology: View Methodology Diagram



RIC's methodology initially researched the following to determine the market potential for CT:

- Identify potential regional markets including their respective market scale and consumption growth
- Identify the major customer groups including their respective market scale and consumption growth
- Identify the major drivers of growth that would lead to demand for CT

RIC then researched major competing producers of CT to determine any possible barriers to market entry. RIC's primary research involved interviews with regional manufacturers, distributors and industry users. Research inputs were also gathered through secondary research obtained from country import & export statistics, industry reports, online sources and trade news.

ResearchInChina's report addressed the following:

RIC's market findings from the research indicated the following to the client:

- Chinese CT market has the advantages of low development cost and low production cost
- China's CT demand is increasing rapidly
- China becomes the third largest CT manufacturing country in the world

Market findings concluded there was a growing market demand for CT. Conservative estimates were used to determine the client's potential share in its home, neighboring and regional markets over a period of time. The client's sales volume was eventually determined from its market share.

The report recommended the geographic markets and customer groups that the client should target to maximize its sales.