

ENGINE INSIGHTS B2B SOLUTIONS

MARKET ENTRY

Creating **sustainable growth** by pushing the boundaries of a core business into new and/or adjacent markets can be extremely risky. Odds of success are low for what is typically a rather large investment; success rates for entering a new or adjacent market are rarely above 25%. ENGINE'S B2B practice brings together industry expertise, blended research methods, and proven business frameworks that increase success rates and decrease risk in the pursuit of sustainable growth.

We remove speculation, guesswork, and emotion from the process to help B2B professionals identify and evaluate the merits of growth opportunities.

ENGINE'S PROVEN FRAMEWORK



Market Attractiveness



Customer Appeal & Acceptance



Relatedness to Core Business

SIZING THE OPPORTUNITY AND ASSESSING THE RISK

- Gauge the size of the market, estimate growth trajectory, and understand competitive market share
- Identify competitive strategy to evaluate market position, estimate sales and margin growth, review marketing activity, and explore business structure
- Gauge customer appeal and acceptance by identifying market triggers and their prevalence, your credibility to enter market, and your brand perception relative to the competition business structure
- Assess alignment to your core business, identify areas that are the same or different from your core business, and determine the opportunity to leverage your core competencies

ACHIEVING SUSTAINABLE GROWTH

Tangible results for our clients utilizing a disciplined approach

\$8M

value of new profitable revenue achieved over 2.5 years

\$15M

saved investment by eliminating new market entry plans

18 MONTHS

Entered the market ~1.5 years earlier than competition to establish dominance, garner share and optimize offering

