

The Client – a manufacturer of commercial and industrial painting tools – was developing its pricing strategy and needed a better understanding of its share and perceptions in the NA market

The problem

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- ❖ The specific market that the Client needed nextMOVE to analyze is led by two primary manufacturers. As a key component of its pricing strategy, the Client needed a clear understanding of its market share, especially as it related its leading competitor
- ❖ It was particularly interested in targeted classes of product where it believed that it held a strength position, but also needed to understand how its share and preference in the market:
 - ❖ Changed with different customer and/or partner types;
 - ❖ Differed between various geographic markets; and
 - ❖ Was affected by its performance on key factors that drive the customer purchase decision

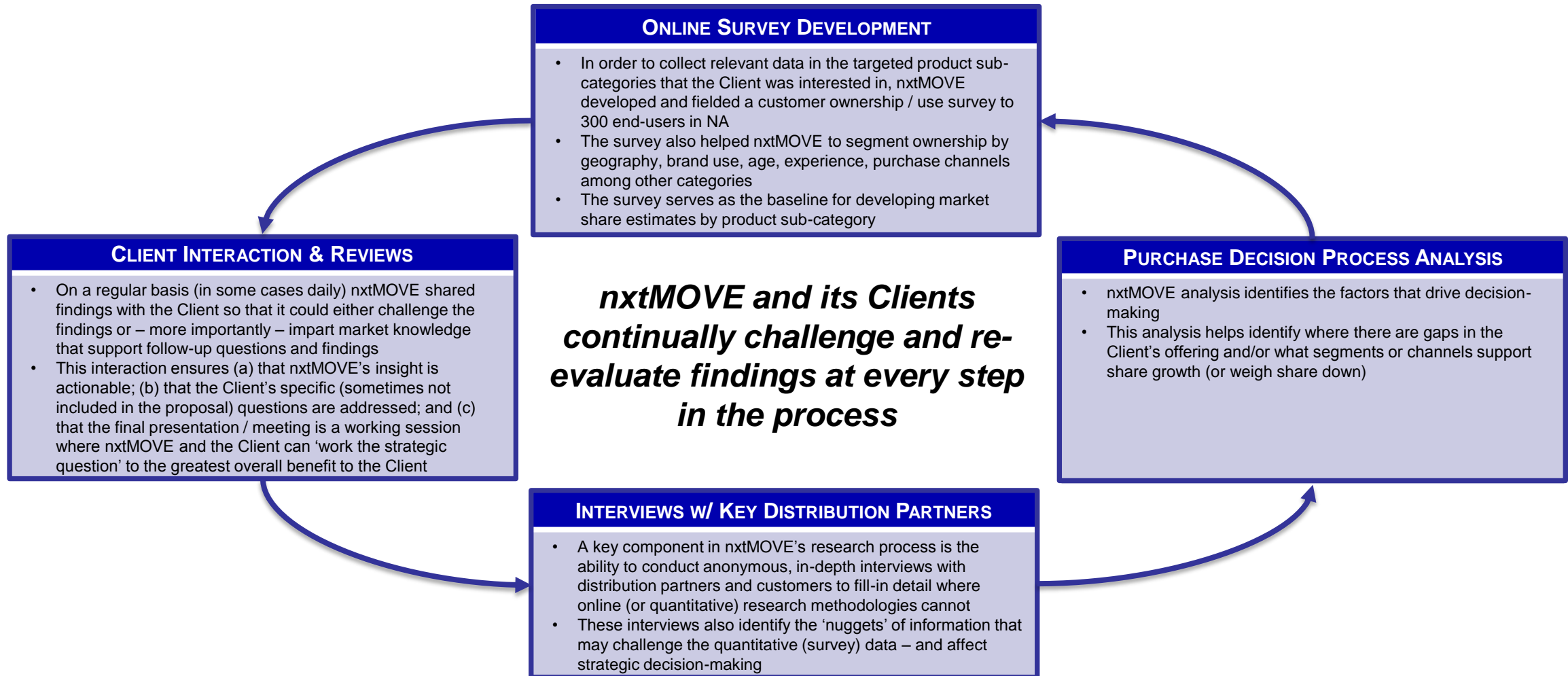


nextMOVE applied a multi-faceted approach where it surveyed qualified customers, and confirmed / challenged the quantitative findings with in-depth telephone interviews with distribution partners as well as end customers

nxtMOVE's multi-faceted and iterative approach centers around constant re-evaluation of findings and insights in order to get its Clients to the most actionable analysis and resulting strategic framework

The approach

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The multi-faceted approach provided the Client with a clear picture of its status in the market and identified several sub-categories where conservative pricing strategies were appropriate

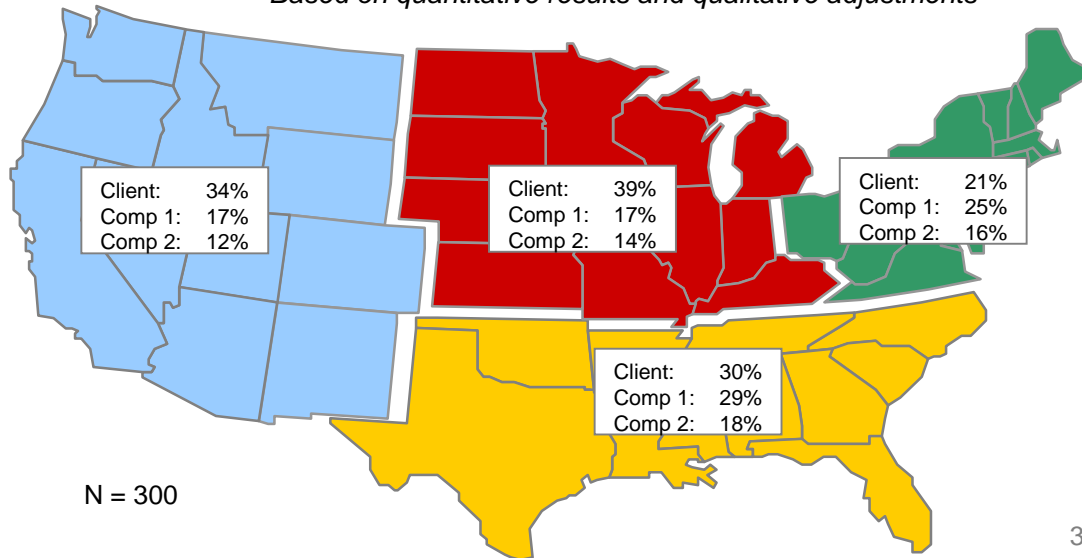
The results

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- The quantitative data illustrated that the overall growth of the market (and the Client's share) is steady. nxtMOVE interviews with distribution partners of varying size and geography revealed that there is a significant threat in the market for 'new' paint equipment from online and second-hand sales channels
- Despite this threat, nxtMOVE found that the Client's business in the category was outperforming the rest of the market. In fact, the majority of share loss that the Client's primary competitor was experiencing was a product of the emergence of equipment sold through one of the primary consumables manufacturers
- The combination of the above qualitative insight with a breakdown of share by region and share in the above / below 40 customer segment provided the Client with the tools and information it needed to target specific pricing strategies by region and demographic. Its pricing strategy was also predicated by the particular equipment type that was most prevalent in each geographic region

Brand Market Share – by Region

Based on quantitative results and qualitative adjustments



Brand Market Share – by Age Group

Based on quantitative results

