

***Evaluate a market parallel to the client's existing business in terms of the strategic fit with current manufacturing capabilities and the ability to build a strong, proprietary brand***

**The problem**

(1 of 3)

- Our Client wanted to assess adjacent businesses, products and market opportunities that could deliver substantial growth over the subsequent 3-5 years.
- **Our Objectives were to:**
  - Determine the North American jobsite storage market size, including share segmentation, market growth, and channel segmentation
  - Identify the key drivers and trends impacting the jobsite storage market
  - Assess the competitive landscape by identifying the key manufacturers, in addition to analyzing their market positions and key strengths and weaknesses
  - Identify key end user segments and determine purchase decision factors, processes and shifts in preferences
  - Analyze the major distribution channels, including identifying key channel partners and supply dynamics
  - Identify the key success factors and barriers to entry for the jobsite storage market
  - Assess various entry strategies and options

## ***nxtMOVE's panoramic investigation of the market mapped paths to success - and routes to avoid - for market entry***

### The approach

(2 of 3)

#### Secondary Research

- Review of current client understanding
- Review of internal client research
- Review of relevant secondary information, including publicly available market studies, news articles and financial filings

**nxtMOVE's extensive skills in research and analysis ensure an actionable 360° review of the market environment**

#### Analysis

- Market sizing
- Segmentation
- SWOT
- Competitive dynamics
- Value chain mapping
- Financial modeling

#### Primary Research

Interviews with the following groups of key market participants:

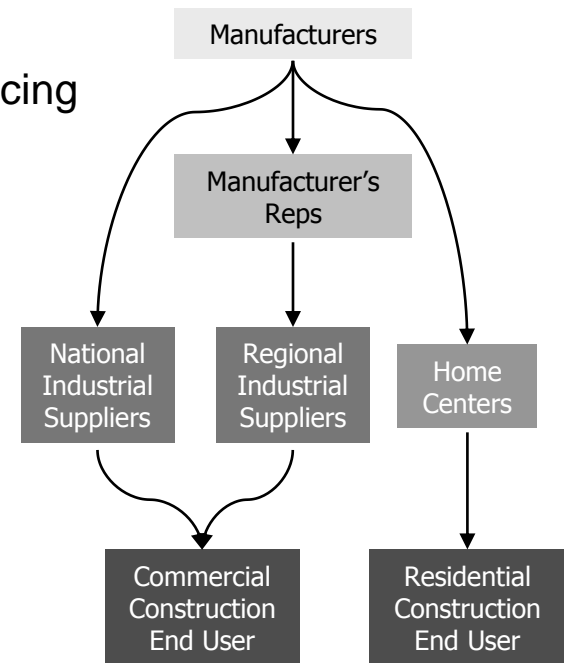
- *Jobsite Storage Manufacturers*
- *Key Channel Partners*
  - National Industrial Suppliers
  - Regional Industrial Suppliers
  - Home Centers
- *End-users*
  - Large Construction Companies
  - Regional Sub-Contractors

**We delivered a range of valuable findings on a market that had never previously been profiled or sized.**

**The results** (3 of 3)

- Market size and segmentation by key players, channels, end-users
- Entry scenario analysis and investment return projections
- Recommendations on channel strategy, brand perception, pricing

**Jobsite Storage Value Chain**



Operating Margin	Home Center Entry	National Supplier Entry (1)	National Supplier Entry (1 initially, 2 starting in year 4)
<b>NPV<sup>1</sup></b>			
15%	\$3,181,746	\$792,698	\$1,611,599
10%	\$1,854,497	\$261,799	\$807,733
<b>ROI<sup>1</sup></b>			
15%	398%	99%	201%
10%	232%	33%	101%
<b>IRR</b>			
15%	95%	34%	46%
10%	62%	18%	30%
<b>Payback time<sup>2</sup></b>			
	Year 2	Year 5	Year 4

**Client actions:** The Client was prepared to confidently enter the market, and knew how to maximize its return for that entry.

