



Market Sizing and Sales Enablement Support - Hot Rolled Special Steels Manufacturer

By leveraging in-depth analysis, the team provided valuable insights that assisted the client in identifying the various markets' potential as well as relevant and lucrative channels for sales growth. The insights provided supported the client in their strategy planning and forecasting efforts, in alignment of their future initiatives with the dynamic market conditions.



The in-depth analysis conducted by STATXO had a profound impact on our operations. The insights provided were not only valuable for identifying sales growth channels but also supported our overall strategy planning. Further, this support was not only instrumental in our current strategy planning but also ensured that our forecasting efforts aligned with the dynamic market conditions."

- Director, Strategy

Q CASE FOR CHANGE

- A global leading manufacturer specializing in hot-rolled special steels wanted to analyze the present and future market size of key products (*High-Strength Structural Steel, Wear-Resistant Steel, and Ballistic Steel*)
- A strategic objective was to expand their market presence in targeted markets across Europe, the US, Southeast Asia, and Australia



🚒 SHARED VISION

- To determine the **future market growth potential** and **identify the sales channels**. Our goals included estimating the current and future market size of the key products, identifying major trading partners, evaluating the competitive landscape, and assessing the driving factors (*government policies, economic growth, technological advancements, etc.*)
- Key Product Types:
 - High-Strength Structural Steel
 - Wear-Resistant Steel
 - Ballistic Steel

Further, categorizing customer segments, i.e., Automotive, Construction, Mining, Aviation, Marine, Defense, and others

📍 FEASIBLE PLAN

- Evaluation of the market size of hot-rolled special steels in target countries and identified major producers and key application areas. Analyzed the **regional market share of leading players and gathered competitive intelligence**, including production volume, product offerings, and other relevant factors
- Conducted telephonic/ virtual interviews with target companies to capture insights on various parameters, such as preferred brands, **key customers, sales & marketing channels, growth drivers, and inhibitors**
- Operational footprint mapping to **pinpoint potential sub-geographies and customer segments**, and provision of qualitative analysis for each target geography, focusing on market growth, drivers, and inhibitors, to offer country-level insights to the client

✅ CAPABILITY TO DELIVER

- Facilitated client with **increased insights into potential application areas, pinpointed focused local sales efforts, and a categorized list of target customers** to bolster the local sales team's initiatives
- Created **customer postcards (sales material)** for the identified leads to support the client's sales team. Also, segmented leads to aid the client in identifying short-term and long-term targets
- The analysis improved client visibility on market growth and key drivers, enabling strategic sales planning for the next 1-2 years

