



Case Study

Client: Leading automotive supplier of interior products and components

Background

This client came to Marketplan with a new energy-absorbing material with potential applications in passenger cars and light trucks. The client identified potential applications and Marketplan worked with the client to get their assessments of benefits.

Assessing and Validating Market Opportunity

Marketplan discussed the potential applications with major car and truck suppliers and a range of appropriate component supplies to assess the opportunities for the new material. Benefit and value was discussed with each group to determine price potential for the different applications and to determine what likely penetration rates could be achieved.

Marketplan forecasted the potential penetration rate and translated those rates into revenue potential based on current and forecasted production rates.

Recommendations

Marketplan identified the strong segments for the product and pointed to key strategic partners that would deliver client's revenue objectives.

Actions and Results

The client established a separate division that went from a startup to over \$100 million sooner than planned. Today the division supplies companies worldwide.