



CASE STUDY

MARKET SIZING AND STRATEGIC MARKET ENTRY - HOTELS SECTOR

Background

The client wished to explore new market opportunities for their range of products and services in the hotel sector, where they identified several potential market synergies. They required us to understand the attitudes, motivations and needs of decision-makers and to report on the structure and trends in the UK hotel sector.

Outcomes

-  We quantified the market opportunity and identified an attractive sub-segment of the broader market.
-  Analysis of the procurement process identified preference for buying through channels that provide a full range of consumables and equipment.
-  We provided a clear understanding of the size, segmentation and market trends of the target market, along with a review of key competitor propositions.



"We've been very impressed in how the researchers went to great lengths to ensure they had a clear understanding of what facts and data we wanted to obtain. The reports they produced were very thorough and the data reflected exactly what we were wanting decisions. In summary, it is well worth investing in good market research"
- Co-Founder



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