

Decision support on Go-to-market plan for aeration blowers market in the USA



Objective

Analysis of the USA wastewater treatment market for entry of a foreign player and price-performance benchmarking specific equipment in the aeration blowers segment for product-specific GTM decisions.



Our Work

Envint supported the Client through a highly process driven offshoring approach with the following:

- Analysis of pan-USA wastewater treatment market with specific focus on select states to identify potential early adopters
- Analysis of the design, engineering and project consultants market
- Detailed performance-price benchmarking across 29 parameters for more than 50 products across 10 manufacturers for the aeration blowers product category



Impact

Client has moved to the next stage of planning on product development, sales targets & channels. Client has also zeroed in on prospective early adopters of their product.