

Market Penetration Research

Are you lacking market data for decision-making to penetrate new markets, be they local, regional or international, with an existing product or service?

Penetrating both new or existing markets, requires a diligent understanding of changing demand and supply dynamics, based on validated market data, along with an understanding of buyer behaviour and decision-making attributes.

To grow market share, an organisation needs to carefully assess its current position in the market against a background of the knowledge it has acquired, to identify strategies for new growth. Organisations often find themselves in the situation where they must, and are sometimes forced to make decisions based on incomplete market information. Typically demand sector dynamics are poorly understood due to a dearth of information on market opportunities. This is frequently the major reason for an organisation's inability to further penetrate target markets, even with planned initiatives to gain increased market share.

StratNovation's Market Penetration research assignments are geared towards assisting organisations strengthen their position in the market, by providing objective information, both quantitative and qualitative data to enable insightful decision-making. Our research is based on a thorough analysis and synthesis of current market opportunities.

Analysis of market information provided in the research identifies:

- medium to long-term growth prospects in different demand market sectors;
- major trends and dynamics that will impact future market demand, including investment intensity;
- the market position and positioning of the organisation against competitors;
- the competitive environment and profiles of key competitors including competitor strengths and weaknesses;
- end-user requirements, how they may be changing and how to disrupt current supply channels; and
- supply structures and the impact of e-commerce and digitally transforming channels.

Following StratNovation's research approach, the analysis and synthesis of strategic data, both qualitative and quantitative, will assist in making insightful decisions on how to improve market positioning and thus increase market share. Research outputs also pinpoint precise opportunities within each sector where the organisation may not yet operate, as well as identifying emerging needs in market segments that could be met by the current or newly developed products.


The benefits of gaining a thorough understanding of the market through our approach to Market Penetration are the:


- formulation of an optimal market penetration strategy aligned to the marketing strategy;
- highlighting of opportunities in currently untargeted segments; and
- recommendations on action plans for implementation and measurement.

Prior making decisions on penetrating new markets StratNovation would be willing to discuss and guide your research requirement and how we can add value to your market -penetration decisions.

FOLLOW-UP with a StratNovation team member

 www.stratnovation.co.za

 Office +27(11) 706 8999 OR +27 087 802 6256

 +27(63) 662 6165

 Skype Message or schedule a discussion: [stratnovation](https://www.skype.com/people/stratnovation)

 [StratNovation linkedIn.com](https://www.linkedin.com/company/stratnovation)

 info@stratnovation.co.za /

Appointments and / or Skype Consultations: appointment@stratnovation.co.za Indicate if you would you like to:

1. Follow / receive our quarterly thought leadership 5-liner on this subject Directly and / or through our website?
2. Follow our BLOG on this subject to keep up-to-date with our latest views on this topic!