CASE STUDY : MNM HELPED THE MARKETING & STRATEGY TEAM OF A LEADING ANALYTICAL INSTRUMENTATION COMPANY IDENTIFY A REVENUE OPPORTUNITY OF USD 100+ MN IN 3-4 YEARS IN CHROMATOGRAPHY BUSINESS

VALUE CHAIN ANALYSIS | CUSTOMER BUYING BEHAVIOUR

CURRENT STATE

- The client is a U.S. based leading player in the development, manufacturing, and marketing of analytical instruments, reagents & consumables, equipment, diagnostic products and software products
- The client has been active in catering to end-users in diagnostic, research and applied fields
- While the client has been a global leader in the high end research segments that comprises analytical instruments such as Mass Spectrometers and Chromatography Systems, the company is looking to fast track its revenue growth by atleast 50% in the next 5 years by adopting appropriate strategies

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Vice President Marketing

Market Intelligence and Strategy Director

GAPS

- Needed to prioritize key end user facilities to focus on and strategize their business which could fetch immediate revenue growth
- Needed to understand vendor selection criteria, purchase decision making process and key parameters for the same across targeted customer segments
- Although the client had been working internally for the past XX years to fill the above gaps, they were not able to fulfill them due to the absence of credible sources of information and lack of access to key industry stakeholders across target geographies

DESIRED STATE

- The client is a renowned player in the high-end research segment, however it is ranked 4th or 5th in applied segments
- The client intends to establish itself as a major player in routine testing and research, especially in pharma QA/QC and Contract Testing Labs (CTLs), for MS & chromatography platforms
- Over the next XX years, the client is looking to achieve a revenue growth of XX% YoY
- For immediate incremental revenue sources in MS and chromatography, the company plans to strategize its business to target pharma QA/QC and Contract Testing Labs particularly in food processing / environmental testing / pharmaceutical testing