

***Evaluate a market parallel to the client's existing business in terms of the strategic fit with current manufacturing capabilities and the ability to build a strong, proprietary brand.***

**The problem**

(1 of 3)

- Our Client wants to assess adjacent businesses, products and market opportunities that can deliver substantial growth over the next 3-5 years.
- **Our Objectives are to:**
  - Determine the North American jobsite storage market size, including share segmentation, market growth, and channel segmentation.
  - Identify the key drivers and trends impacting the jobsite storage market.
  - Assess the competitive landscape by identifying the key manufacturers, in addition to analyzing their market positions and key strengths and weaknesses.
  - Identify key end user segments and determine purchase decision factors, processes and shifts in preferences.
  - Analyze the major distribution channels, including identifying key channel partners and supply dynamics.
  - Identify the key success factors and barriers to entry for the jobsite storage market.
  - Assess various entry strategies and options.

***nxtMOVE's panoramic investigation of the market mapped paths to success and routes to avoid for market entry.***

**The approach**

(2 of 3)

**Secondary Research**

- Review of current client understanding
- Review of internal client research
- Review of relevant secondary information, including publicly available market studies, news articles and financial filings

**nxtMOVE's extensive skills in research and analysis ensure an actionable 360° review of the market environment**

**Analysis**

- Market sizing
- Segmentation
- SWOT
- Competitive dynamics
- Value chain mapping
- Financial modeling

**Primary Research**

Interviews with the following groups of key market participants:

- *Jobsite Storage Manufacturers*
- *Key Channel Partners*
  - National Industrial Suppliers
  - Regional Industrial Suppliers
  - Home Centers
- *End-users*
  - Large Construction Companies
  - Regional Sub-Contractors

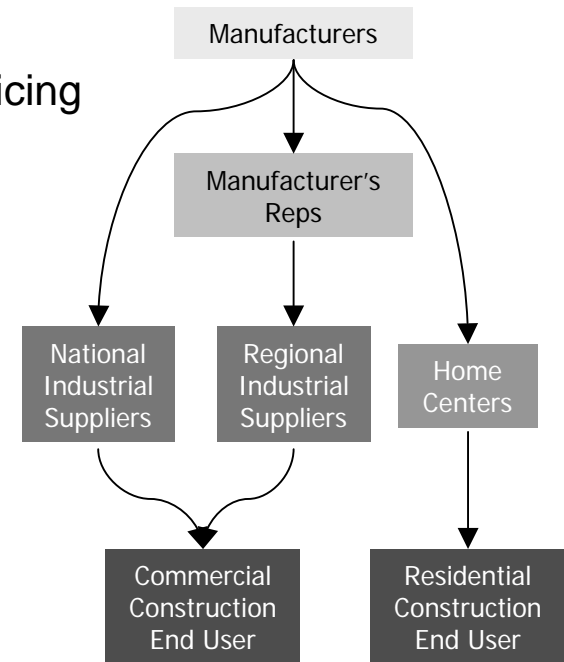
**We delivered a range of valuable findings on a market that had never previously been profiled or sized.**

**The results**

(3 of 3)

- Market size and segmentation by key players, channels, end users
- Entry scenario analysis and investment return projections
- Recommendations on channel strategy, brand perception, pricing

*Jobsite Storage Value Chain*



Operating Margin	Home Center Entry	National Supplier Entry (1)	National Supplier Entry (1 initially, 2 starting in year 4)
<b>NPV<sup>1</sup></b>			
15%	\$3,181,746	\$792,698	\$1,611,599
10%	\$1,854,497	\$261,799	\$807,733
<b>ROI<sup>1</sup></b>			
15%	398%	99%	201%
10%	232%	33%	101%
<b>IRR</b>			
15%	95%	34%	46%
10%	62%	18%	30%
<b>Payback time<sup>2</sup></b>			
	Year 2	Year 5	Year 4

**Client actions:** The Client was prepared to confidently enter the market, and knew how to maximize its return for that entry.

