

## Client Question:

Which European markets hold most potential for my barista equipment business?

**We translated this question into a number of Market Intelligence requirements:**

- Coffee consumption levels
- On-trade coffee consumption
- Population including forecasts
- Café chain presence (trends, growth, decline, etc.)
- Local equipment distributors
- Local equipment manufacturers (i.e. competitors)

**Potential markets:**

- Austria
- Belgium
- Denmark
- Finland
- Germany
- Netherlands
- Norway
- Spain
- Sweden

Each market was scored 1-3 (low to high) for each of the Market Intelligence findings.

In this way we were able to identify the highest scoring, highest potential markets for the client.

This MI process also populated a detailed profile of each market:

**Result?**

*Prioritised, detailed market profiles providing actionable intelligence for a sound, evidence-based market entry strategy.*

**Local Market Profile**

- Customer segments, including individual names
- Competitors: strengths, weaknesses, existing customer base, marketing and sales strategies, performance, key people, etc.
- Market size / value
- Potential distribution partners or other route to market indicators