



Market Mapping

Consistent logic to derive a market-based strategy



Client: Leading Kitchen Sink Manufacturer

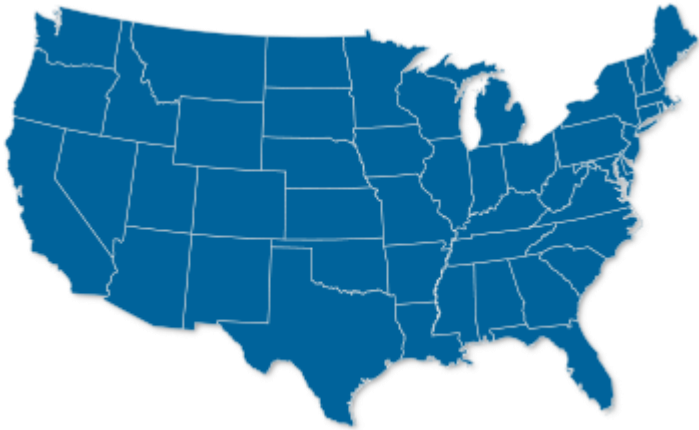
Objective: Segment Targeting; Brand Architecture to Capture Coverage and Share

Approach: Market Segment Flexibility

Our client enjoyed the second share position, (~20%), in a highly fragmented market. Given the market structure, their “broad brush” approach to marketing & sales had begun to show diminishing returns. The data clearly suggested a more focused application of resources would be required to kick-start growth. The key questions being asked: Where? And how?

- Recognize that all markets are different. (e.g., geography, application, behavior)
- Analyze market segments systematically and consistently
- Define brand architecture to align to segment dynamics
- Align organizational structure to support brand architecture
- Integrate brands to support full market coverage

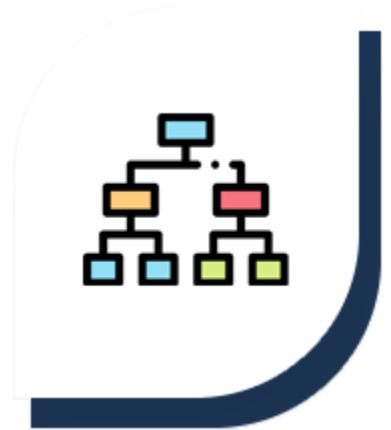
Market Based Logic Drives Results



Market Profiles & Segmentation



Segment Strategy



Organizational Structure

Lynn Cullotta Consulting applied the market mapping process to answer these key questions. We profiled market size (units and dollars) for each key application. The market was further segmented based on customer buying behavior and channel sourcing behavior. We were able to track and model the profit streams associated with each segment and sub segment. To drill down to local markets, we segmented on a geographic basis, looking at census regions and key MSAs.

Result: Sustained Annual Growth of over 2X Market Rate

As a result of this advisory work, a series of integrated product, sales/marketing and branding strategies were employed. These strategies resulted in a series of unique value propositions that allowed each important segment of the market to be covered. Moreover, a number of “mission critical” segments, (based on specific applications, buyers and geographies), were targeted. The outcome was that the client’s business grew at a more than 2X market rate for a period of 5+ years.



LEARN MORE.

cpc@lynncullotta.com

224.239.2525 Scottsdale, AZ 85255