

BSRIA MANAGEMENT CONSULTANCY CASE STUDY

A PROJECT FOR A EUROPEAN AIR CONDITIONING COMPANY



The challenge

The client is a strong regional player in the air conditioning market located in the south of Europe with particular strength in ducted units and commercial air conditioning products. The company wanted to refocus the strategy of the company in order to increase profitability.

The solution

BSRIA Management Consultancy undertook a fundamental analysis of the market conditions in three major European countries, which included creating a model to allow the company to predict future trends by product type. This was followed by a series of in-depth interviews with installers, distributors and specifiers to determine the key segmentations in the market. As well as an assessment was conducted analysing the client's own position internally and in the market. A strategy was devised to capitalise the client's strengths including:

- Focus on a number a product lines and discontinue others
- Create a new sales and distribution channel for some of its products

The benefits

The company immediately refocused its product and segmentation strategy. They are now gaining share and have increased profits in a market where conditions mean growth is very difficult.

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