



Case Study

Market Assessment & Situation Analysis

Developing a multi-country go-to-market strategy for a new DIY app

The Challenge

A manufacturer of industrial tools and household hardware had launched a highly successful app in the USA. The app allowed DIYers to view how-to guides, talk to tradesmen via the app if they needed help and automatically shop all the products they need with e-commerce support. Consequently, the manufacturer commissioned us to explore the opportunity of launching the app in the UK, Italy and Canada, while also understanding the threats and barriers that would cause problems when launching elsewhere that only local knowledge could provide.



International

A Merkle Company

www.b2binternational.com

The Solution

Focus groups were conducted in each of the three countries as they provide the best method for in-depth discussion, exploration, group thinking and offered our client the opportunity to view them live and in person. This gave us the ability to see differences and similarities between countries, test the features of the app with potential users and allow them to make suggested improvements and additional features not already offered.



The Insight

Our client used the research to realise that going from a US market straight into other territories would require a great deal of work on local customs, such as metric measurements and local phrases, that were already built into the videos that were on the app. Therefore, the decision was made to first focus on English speaking countries due to lower entry barriers. The research also helped the US team to explore the next range of how-to content to devolve, which was an unexpected benefit of the research.