

Case Study: Electrical Motor Repair Services in North America

Project Aims and Objectives

MVI undertook a major research and business development project focused on the highly diverse and fragmented US market for electrical motor repair and other related services. The project was aimed at providing reliable quantitative data on a complex and poorly understood market, and developing the necessary underpinning for a comprehensive business expansion strategy in the US and Canada.



Approach

Over a two-month period MVI conducted a series of in-depth interviews with a wide range of players in this very large industry. These ran the gamut from industry publication editors and government officials on the State and Federal level, through to major users of these types of services, and shop managers on a local and regional level. Substantial amounts of published economic and industrial data was also incorporated into the research.

Project Outcome

The outcome was a comprehensive quantitative overview, and more importantly, a dynamic model of the industry with significant predictive ability – tied to key economic and industrial drivers of this business. The work accomplished provided a major component of the eventual business plan and subsequent acquisition of over 50 facilities across the US and Canada, as well as expansion into new types of maintenance activities.

MVI continued to work with the client providing on-going marketing and business development assistance - covering everything from company branding and positioning through to sales organization, major account planning and product/service development.