

# Adjacent Market Growth Strategy Case Study



Global obstruction lighting manufacturer assess adjacent market opportunities

## Background and Objectives

An obstruction lighting business unit within a publicly traded international industrial products conglomerate seeking to drive revenue growth engaged BCE to assess two client identified adjacent market opportunities: 1) European obstruction lighting and 2) North American marine aids to navigation. The client asked BCE to assess the attractiveness of each adjacent opportunity and develop a set of strategic recommendations to enter these markets.

## Approach

BCE began its analysis by conducting a thorough review of ~200 secondary sources including industry data sets, journal articles and competitor SEC filings. BCE then conducted primary research interviews ~130 primary sources including customers, competitors, channel partners, industry analysts and regulators.

BCE's research focused on customer assessment, channel dynamics, competitive overview and regulatory insights. BCE then utilized data collected to develop a market projection tool including market size, segmentation, and growth projections by segment.

BCE then synthesized and analyzed all data collected to assess the relative attractiveness of each market opportunity based upon the addressable market, client positioning, channel alignment, and competitive intensity.

## Recommendations

BCE identified, analyzed, and evaluated organic and inorganic market entry options for each adjacent market, and recommended a multi-step acquisition approach to allow the client to create a global presence leveraging channel synergies. BCE identified and recommended acquisitions targets, and a sequenced approach to executing the strategy.

### Target end markets

BCE has identified the Market Segment 1 and Market Segment 2 as high-growth and high-margin segments.



### Build, Buy, Partner options

Acquisition is the best option for the Client's market entry, assuming reasonable deal terms can be reached

Analysis of Market Entry Options: Build, Buy, or Partner?		
Options	Pros	Cons
Organic Entry	<ul style="list-style-type: none"> <li>Control</li> <li>No risk associated with integration</li> </ul>	<ul style="list-style-type: none"> <li>Longer timeframe to achieve scale - more likely to miss some growth opportunities</li> <li>Many gaps to fill                             <ul style="list-style-type: none"> <li>Weak product development/innovation</li> <li>Lack of local manufacturing (both markets)</li> <li>Lack of channel (both markets)</li> <li>Understanding of regulatory environment (both markets)</li> </ul> </li> </ul>
Acquisition	<ul style="list-style-type: none"> <li>Faster path to scale</li> <li>Position to capture growth opportunities in U.S.</li> <li>Access to installed base (and potentially valuable long-term contracts)</li> <li>Fast access to customers and channels</li> <li>Potential to gain valuable IP and stronger innovation capability</li> <li>Can penetrate Market 1 and Market 2 with single transaction</li> <li>Clear ideal opportunities exist, with target companies carrying minimal baggage outside of Client interest areas</li> </ul>	<ul style="list-style-type: none"> <li>Risk inherent in acquisition</li> <li>Limited set of attractive targets</li> </ul>
Partnership	<ul style="list-style-type: none"> <li>Can mitigate risk associated with acquisition integration</li> </ul>	<ul style="list-style-type: none"> <li>Weak IP protection = mid/long term risk of partner appropriating trade secrets to compete with Client</li> <li>Does not provide local manufacturing presence</li> <li>Lack of channel security</li> </ul>