



Corporate Strategy: Case Study

Client:

An international wholesale furniture retailer

Challenge:

Assess global market and determine which countries would be the best target locations for exporting retail furniture products.

Solution:

Our Analysts conducted the demand-side analysis of the project. Specifically, our analysts conducted interviews with associations, agencies, and corporations around the world, reviewed trade journals and other literature, and estimated market demand via primary and secondary research. Analysts were responsible for determining purchasing decisions in selected countries based upon the following factors: population, demographics, income levels, consumer preference, culture/religion, government, politics, distribution and supply/availability of product. Upon completing the analysis, our analysts developed a comprehensive report and prepared presentations, drawing conclusions based on the research, and making recommendations to the client.

Contact an IGBS Solutions advisor for more information. E-mail: services@igbsinc.com