



# BAR40

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## FRACTIONAL SOLUTIONS

# BEYOND ASSUMPTIONS: DATA-DRIVEN APPROACH TO NEW MARKET ENTRY

## Case Study

### 1. OVERVIEW

A well-established manufacturing company with a 30-year history in B2B commercial window film applications sought to expand into the residential market. Their ambitious goal was to increase annual revenue by 30% over a five-year period through this market diversification strategy.

### 2. CHALLENGES

- **Brand Recognition Gap:** Despite strong commercial reputation, the company was virtually unknown in residential channels
- **Network Limitations:** Lacked established relationships with residential dealers, distributors, and installers
- **Market Intelligence Deficit:** Operated on unvalidated assumptions about residential product preferences
- **Channel Strategy:** Needed to develop new distribution pathways appropriate for residential customers
- **Competitive Landscape:** Faced entrenched competitors with established residential market presence

### 3. SOLUTIONS

- Conducted comprehensive market research using both conventional and AI-powered tools
- Developed detailed competitive analysis of the residential window film industry
- Identified key market trends, leading companies, and decision-makers
- Created and executed focus group strategy with industry thought leaders
- Gathered critical feedback on product offerings and market opportunities
- Facilitated relationship-building with influential distributors

### 4. RESULTS

- **Developed Data-Driven Market Entry Strategy:** Created comprehensive go-to-market plan based on research findings
- **Established Strategic Relationships:** Built connections with leading residential distributors
- **Optimized Product Offering:** Identified high-volume, high-margin products with greatest market potential
- **Created Channel Access:** Leveraged distributor relationships to connect with regional dealers and installers
- **Validated Investment Strategy:** Provided clear roadmap for resource allocation in new market segment

### 5. CONCLUSION

The methodical approach to market research and relationship building created a strategic entry path into the residential window film market. By establishing connections with key distributors and curating a focused product lineup of high-volume, high-margin offerings, the company successfully planted its flag in the residential space. This foundation positioned them to achieve their ambitious 30% revenue growth target over the five-year horizon.



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