



# Potential Opportunity Assessment for Disinfection System in The Middle East Market

<b>Client</b>	Global Supplier of Water Utility and Pumping Solutions
<b>Industry</b>	Industrial Machinery
<b>Products</b>	'Water Utility solutions' and 'Industrial Solutions'

## Engagement Scope

1	Listing of Water Treatment Plants in Focus Countries	2	Qualification and Information Gathering	3	Data Analysis and Insights Generation
	<ul style="list-style-type: none"> <li>Which are the key types of plants in the focus countries in the Middle East? – including the following: <ul style="list-style-type: none"> <li>Water production</li> <li>Water and wastewater treatment</li> <li>Water desalination and reverse osmosis</li> <li>Water storage and distribution plants</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>What type of disinfection systems are the different water treatment plants using?</li> <li>What are the brands of disinfectant systems being used by the respective plants?</li> <li>What are the dosing strategies of respective plants?</li> <li>Which are the plants the client should target to sell their disinfectant systems?</li> </ul>		<ul style="list-style-type: none"> <li>What is the overall level of opportunity for the client in the Middle East market?</li> <li>Which type of plants can the client prioritize for sales (based on prioritization criteria set at the start of the project)?</li> </ul>

## Background

- Our client – a global manufacturer of water treatment and pumping solutions for various industrial applications– wanted to expand their disinfectant systems and solutions business in the Middle East. The client, was thus, looking for potential business opportunities and target customers -to formulate their future marketing strategies.

## Key Business Questions

- What is the potential business for production/treatment/distribution solutions across the focus countries in the Middle East (in terms of number of plants established)?
- What type of disinfection systems are each of those plants using? What is the brand of the supplier? What is their dosing strategy (ppm)?
- Who owns these plants, how are they operated and what are their capacities? How can the Client approach them?

## Research Methodology

### Secondary Research

- Conducted desk research to identify the different water treatment plants in the Middle East.
- Referred 'company websites', 'industry associations', 'journals', 'information portals' and 'government databases'.

### Primary Research

- 300+ Telephonic interviews with 'Plant Managers', 'Contractors and services providers', and 'Technology Suppliers' to fill the data gaps and validate the information.

## Sample Analysis

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### Listing of Water Treatment Plants in Focus Countries

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## Benefits to Client

- Our solution helped the client at two levels:
  - Strategically – by helping them understand the level of opportunity that existed in the market; and
  - Tactically – By allowing them access to plants and target contacts, through the database of all the required details of water and wastewater treatment plants

# Thank you

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