

Electric Heater Market

Market-Entry Strategy

Recommendation on Go-to-Market strategy for specific country



Quick overview

Domestic electric water heaters is an attractive market for commercial heating equipment players. A leading European commercial heating equipment manufacturer was looking to enter one of the South East Asian market. The engagement was focused on understanding market structure, competitive structure, potential opportunity and best market entry strategy

Client success details

The engagement helped the client to align their market entry strategy, based on which, they established their presence in this South East Asian market. Following questions were answered during the engagement:

With no import duty on electric water heaters most of the

global players have preferred two routes of entry: through imports either by own office or third party and then by setting-up own manufacturing unit

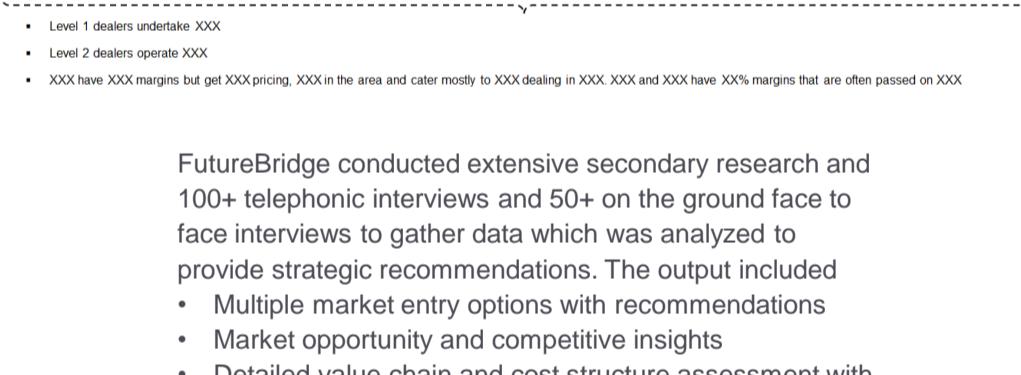
- What is the current and future market potential for 'Electric Water Heaters' and how is the market segmented?
- Who are the key suppliers of 'Electric Water Heaters' and what are their product offerings?
- What are the cultural barriers for new entrants and what is the best market entry?

F

Value Chain

Level one and Level two distributors supply electric water heaters to XXX and XXX in Vietnam

Distribution Channel for Electric Water Heaters



FutureBridge conducted extensive secondary research and

100+ telephonic interviews and 50+ on the ground face to

face interviews to gather data which was analyzed to

provide strategic recommendations. The output included

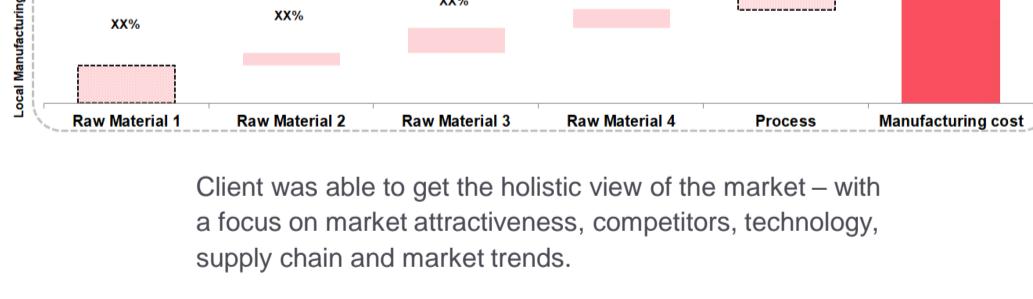
- Multiple market entry options with recommendations
- Market opportunity and competitive insights
- Detailed value chain and cost structure assessment with competitive pricing insights

H

Competitive Intelligence

Electric Water Heater Price Build – Up in Vietnam

Product Cost Built-up – Manufacturing to Retail Point of Sale



Client was able to get the holistic view of the market – with a focus on market attractiveness, competitors, technology, supply chain and market trends.

Client was further able to align their market entry strategy based on the recommendations provided and was able to establish their presence in the market.

About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.