

# Wear Parts – New Line of Business Assessment

## Assessment of New Business Opportunity for Mining Equipment Player



### Quick overview

Aftermarket business for mining capital equipment has been growing steadily and provides a stable revenue in a cyclical market. With an aim to enter this new business and leverage existing manufacturing and marketing capability, the mining equipment player wanted to assess the potential opportunity

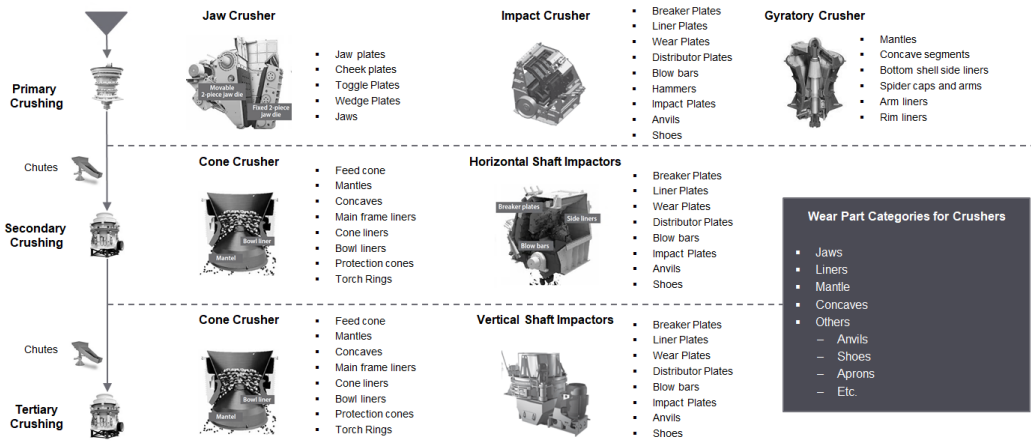
### Client success details

The engagement helped the client to understand the market opportunity for fixed mineral processing equipment after market wear parts business in focused regions. Following questions were answered during the engagement:

- 70% of total wear parts market is serviced by top five OEMs through direct channels leveraging their large installed base. Moreover, customers prefer to have an annual maintenance contract with OEMs ”
- How big is the market opportunity for wear parts aftermarket business in the focus geographies?
  - Who are the key wear parts manufacturers and suppliers in the focus region?
  - What is the buying process and key factors that are driving certain buying behaviors?
  - How is the technology evolution expected?

#### Crusher – Wear Parts

Wear parts are subjected to compression, impaction, shearing, attrition and sliding mechanisms while crushing, grinding or conveying materials / mineral ore's. The impact of wearing depends on crusher parameters, feeding habits, wear material selection, etc.

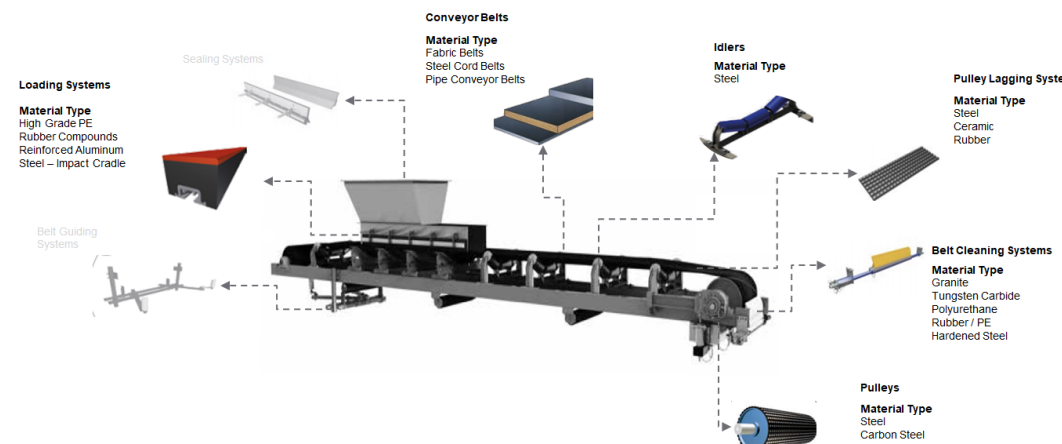


FutureBridge conducted extensive secondary research and 400+ telephonic interviews to gather data which was analyzed to provide strategic recommendations. The output included

- Identification of market opportunities in the focus regions
- Prioritization of equipment and parts providing high potential opportunities
- Roadmap of Go-to-Market Strategies

#### Typical Materials used in Conveying Wear Parts

Materials such as rubber, polyethylene, steel, aluminum and even tungsten carbide and granite are used for different parts of conveying system



Client was able to develop the market entry strategy leveraging the existing manufacturing, technology and marketing capabilities. This enabled starting a new line of business, thus providing revenue stability.

Client was able to identify the key competitors to track, prioritize on the equipment and parts providing high growth and also select high potential countries

### 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.