



**Understanding the
current and future
market**

Market Analysis Services

We are your partner for a successful market
entry strategy

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SCC 
WE CARE FOR YOUR SUCCESS

Bringing a new product to the market does not only require understanding of the regulatory challenges you may face. You also need to know the regulatory investment required, as compared to the potential turnover on your target market.

SCC can provide you with the intelligence you need on the current and future state of your target market. We help you to identify commercial opportunities and understand if these opportunities outweigh the regulatory challenges and cost.

THE BASICS OF MARKET ANALYSIS

A typical market study examines the following essential parameters:

Value chain

Giving you an overview of “who is who” in your target market, both upstream and downstream of the value chain.

Demand, supply & trade

Evaluating current demand and providing a detailed outlook on the expected forecast, suppliers involved and their market share, as well as import and export data for the product in question.

Prices

A detailed analysis of the prices of comparable products on the target market according to agreed Incoterms (import-export terms) as specified by the client.

Cost of production

A deep dive into the development of production cost over the years, with costs estimated based

on raw material cost, utility cost and other fixed costs, such as maintenance, insurance and overhead.

Competitors

Investigating major competitors on your target market to gain insight into their products, sales and marketing tactics.

OUR METHODOLOGY

A project at SCC starts with understanding the wishes and needs of our client. After acceptance of our proposal, a kick-off meeting with our client is held to refine and confirm the project scope and requirements. Followed by data collection through agreed primary sources and available secondary sources, including a detailed analysis of the data and regular evaluation with our client. The project is concluded with a meeting and a detailed report, sharing all information gathered, analysis results and final conclusions.

OUR RESOURCES

We use extensive secondary and primary research techniques, including a wide variety of databases and interviews with industry experts. Key respondents include producers, customers, potential end industry users (B2B), distributors and traders and other stakeholders involved in the value chain.

Please visit our website for more information:

www.scc-gmbh.de/intelligence-and-guidance

or contact our experts:

scc@scc-gmbh.de

OUR EXPERTISE, YOUR BENEFITS

We have more than 30 years' experience with highly regulated products, providing regulatory services for agrochemicals and biorationals, incl. fertilisers and biostimulants, chemicals, biocides, pharmaceuticals and cosmetics.

With our extensive network, you will benefit from our knowledge of other industries, products and regulations.

We have helped our clients with strategic decision making, by analysing and generating crucial data and considering different perspectives, such as regulatory requirements, environmental aspects as well as market and socio-economic figures.

OUR SERVICES

Depending on our customers' needs, our market analysis services can vary individually from a general (basic) market overview to a detailed market analysis and be offered as stand-alone or bundled services.

Module-1: Basic Market Overview

This module provides a high-level market overview by using available secondary sources and examining:

- Potential target markets (countries)
- Potential market segments
- Top five competitor products and their indicative prices

Module-1 delivers the minimum information you need to define the scope and number of interviews for the next step of the market analysis as provided by module-2.

Module-2: Detailed Market Overview

This module provides you with all the details required to make informed decisions on the final market segment and target country selection.

Module-2 builds on data collected in module-1, and includes:

- Interviews with experts and stakeholders in the value chain
- Overview of relevant regulatory requirements, including regulatory timelines and cost estimates for the selected countries and market segments

Module-2 can be directly applied if the client provides a detailed pre-selection on the market segments and target countries in scope for module-2.

OUR DELIVERABLES

Module 1: Basic Market Overview

- PowerPoint presentation and PDF-report with all data and analysis performed
- 2-hour online meeting to discuss the results and answer questions

Module 2: Detailed Market Overview

- PowerPoint presentation and PDF-report with the final results of the analysis, including all Excel sheets and data used,
- 2x one-hour online meeting to discuss interim results, and a 2-hour online meeting to discuss final results
- Optional: Shortlist of potential buyers in the selected countries

