



# Market Analysis & Market Potential

Comprehensive and in-depth market research and analysis to enable smooth market entry.

The first phase of your market entry is defined by the foundational market analysis on which you can base your growth decisions. A foundation of analysis can ensure a successful and profitable entry to the right customers, in your target markets and regions.

enable2grow conducts targeted market research and analysis and provides a high-level competitive landscape. We focus on identifying the key target and industry segments within DACH corporates and understanding their needs and expectations, including a top-down and bottom-up approach and analysis.

An initial workshop and independent research ensure you receive:

- A comprehensive market research report, with an analysis of target clients, customers and (or) users
- Customer use cases to put into action immediately
- Target client identification and first steps to deliver effectively

**“Excellent and holistic market analysis prepares you for the next phase of your project roadmap and planning your go-to-market approach. Start with a strong and secure foundation so you can hit the ground running.”**



**Raj Hayer** | Senior Enabler, Communications and Market Research Expert

Raj has led strategic planning efforts for customer experience, human capital transformation, and change management, defining crucial metrics to ensure sustainable business growth. She is an expert at leveraging market research and think tanks for successful market entry and growth initiatives. → [in](#)

Ready for the next step? Contact us for an informal exchange at **+49 30 25 76 20 52 72** or book us [here](#).