

# Case Study: Qualitative Market analysis Germany

**SHAA** based in Milan, Italy, is a mediatech company founded in 2010 focusing on the production of high performance interactive media solutions based on an own interactive technology platform. SHAA had successfully started its business in Italy and wants now to evaluate the expansion into a much bigger and competitive market for business development purposes.



## Challenge

How attractive is Germany as a target market for Shaa in terms of competition, market maturity, size, buying structures and operative implementation in order to create sustainable business?



## Methods

- Identify general interest and potential leads for SHAANS
- Compile a tailor made product presentation for target clients
- Performance of interviews with key players to identify openness and hurdles to market entry
- Deduction of key learnings and recommendations for SHAA



## Results

- Market attractiveness demonstrated
- General interest confirmed
- Understanding of relevant ecosystem and specific German preferences achieved
- Recommendations made for next steps to market entry

With a very clear and strategic analysis enable2grow has enabled us to gain an understanding of the market attractiveness of the German market and our options in there.

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