CASE STUDY #498



"Market Repositioning Implementation" Case Study

"I've never seen such incontrovertible logical basis for management advice."
– Deputy Managing Director



ABOUT THE CLIENT	
Industry	**Water Treatment**
Location	**Saudi Arabia**
BSI Service or Solution	**Business Strategy**

Key Challenges

- Client lacked the specialized resources to develop and market a product line for a highly engineered solution.
- Client didn't have contacts at the top international suppliers in the target market.
- Client needed assistance developing technical sales material and case studies for the target market.
- Client wanted help with the registration and approval process at key target accounts.

Why Boston Strategies was Selected

- International expertise in specialized segments of the pumps, valve, and fluid treatment solutions business. N
- Capability to deploy a team of 5 to 10 senior consultants in Saudi Arabia for one to two years.
- Proven track record in delivering results that exceeded expectations at the holding company.

Project Scope

- Industrial and municipal water treatment solutions
- Chemical, ultraviolet, mechanical, and other high-precision and cutting-edge technologies
- Process control systems and components
- High-pressure and oversized pumps
- High pressure, high temperature, and ultra high precision valves

Project Approach

- Targeted development of unique skills in the client organization
- Writing of technical white papers
- Redesign of the organization, starting with new hires in key positions including the President and progressing through phases of growth
- Development of supply chain partnerships
- Registration and qualification at target customers
- Guidance in sales efforts to target customers
- Budgeting and forecasting, including CapEx and staff

Operational Benefits Realized

- Revitalization of the organization
- Capability to address market needs with complex and highly engineered solutions
- Step-by-step roadmap for multi-year growth

Financial Benefits Realized

- Balanced growth across product lines and market segments
- Profitable cost structure even at early stages
- Limited capital investment and modest debt levels