



CASE STUDY

U.S. Market Entry



"The report was exceedingly well written and presented, with great depth of research and supporting data. This has exceeded by expectations, thank you and well done to you all...a truly professional piece of work."

-Dan Harnett, Managing Director, Martec Ltd.

Client Profile

Based in Kent, United Kingdom, Martec is a private company formed in 1987 specializing in the design and manufacture of innovative interconnection solutions. The company provides customized solutions based upon the needs of customers. Engineering prowess, coupled with Martec's position at the forefront of technology ensures customers receive the highest quality products. Martec operates in several industries within the U.K., Europe, and U.S. Martec's product offerings include hermetic connectors, glass-to-metal seals and ceramic feedthroughs.

The Project

Martec engaged Fox Management Consulting (Fox MC) to consider expanding its presence in the United States. Fox MC was tasked with conducting research on the U.S. electronic connector industry-including market size, competition, regulations and potential clients. A deeper analysis of the U.S. industries of interest to Martec- aerospace, military and subsea-was also conducted. Martec wanted the most suitable type of entry mode for a successful venture.

Recommendations

Following research and analysis, Fox MC concluded that there is a unique space for Martec in the U.S. market. Fox MC recommended that Martec enter the U.S. market via a sales office approach. A detailed implementation plan regarding setting up sales office(s), staffing and communicating the value proposition to the market were provided to Martec.

The research conducted by Fox MC provided Martec the information needed to assess the opportunity of U.S. entry. The strategic recommendations offered intend to serve as a guide for setting up the new U.S. entity.

Results

Following the project, Martec received a \$100,000 capital investment to help with expansion to the U.S. market.