

Market Research

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case study

Client: MultiTherm

Prior to committing substantial investment in new infrastructure, our client, a recently established underfloor heating specialist, wanted to identify potential customers and competitors, the best route to market, and the optimum cost structure compared to similar products in the marketplace.

Abtel conducted telephone research aimed specifically at organisations deemed to be potential customers, competitors and influencers/specifiers. This approach required a different set of questions to each identified sector in order to achieve unbiased results.

Interrogation of the resulting data provided MultiTherm with tangible evidence (which would support any application to bankers or investors) that the investment was justified and that the ROI was within acceptable limits.