

Strategy to Maximize Profits in the Flow and Treat Markets



MOST PROFITABLE MARKET (MPM)

- Identify the most profitable market niches based on lowest total cost of ownership (LTCO for each product)
- Determine LTCO in each niche using the Industrial Internet of Wisdom (IIoW)
- Use IIoW to communicate LTCO and achieve validation (LTCOV)
- Use IIoW to continually evaluate each niche and revise the content marketing program accordingly
- Develop new products based on profit contribution and highest ROI

SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats

SOAR

- Strengths
- Opportunities
- Aspirations
- Results

FIVE FORCES

- Threat of new entrants
- Rivalry among current competitors
- Bargaining power of buyers
- Bargaining power of suppliers
- Threat of substitutes

PESTLE

- Political
- Economic
- Sociocultural
- Technology
- Legal
- Environmental

Market Share -TCO - Profitability Causation Loop

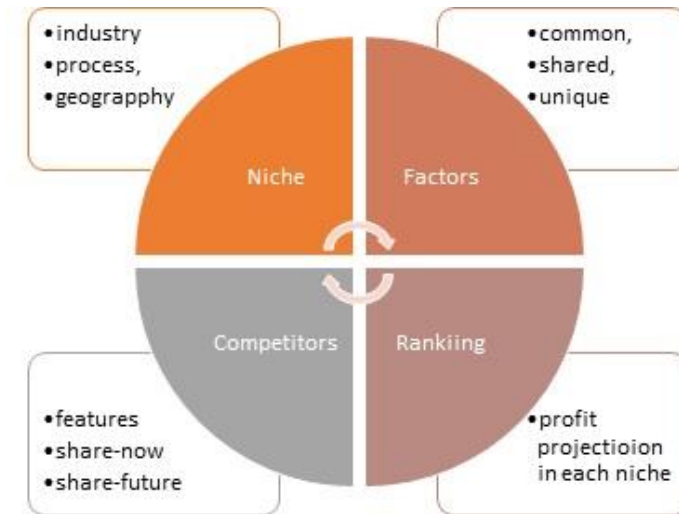
- Market share
- Total cost of ownership (TCO)
- Industrial Internet of Wisdom (IIoW)
- Lowest Total Cost of Ownership Validation (LTCOV)
- Profit margin and total profits



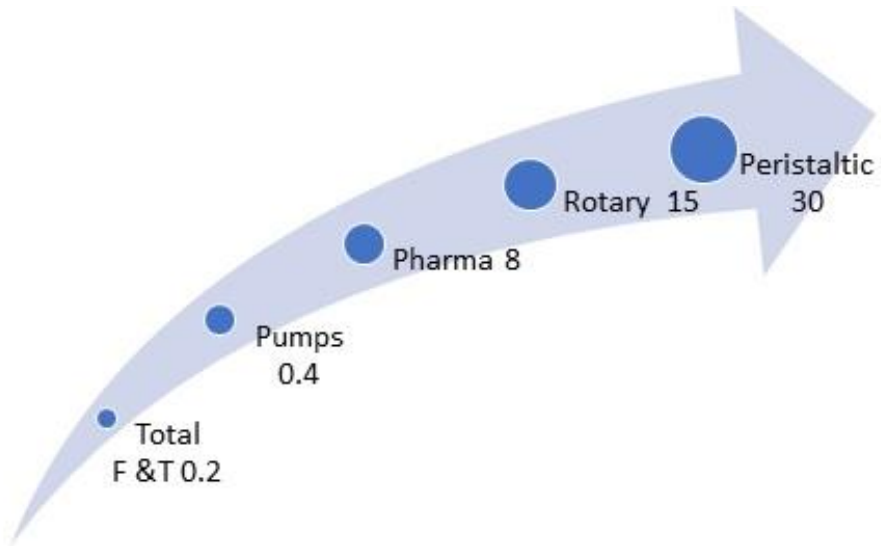
- Precise definition of the niche in terms of the competitive leadership is important. Is this a process used in multiple industries or is it unique to one industry?
- How big is the market niche now and in the future?
- What are the shares of major participants?
- Why are they leaders?
- How profitable are these niches for the leaders?

Strategy Based on Bottoms Up Niche Analysis

- Financial: interest rate, evaluation life
- Common: energy, maintenance, product value
- Shared product features: some competitors also have these features
- Unique product features: only offered by one supplier



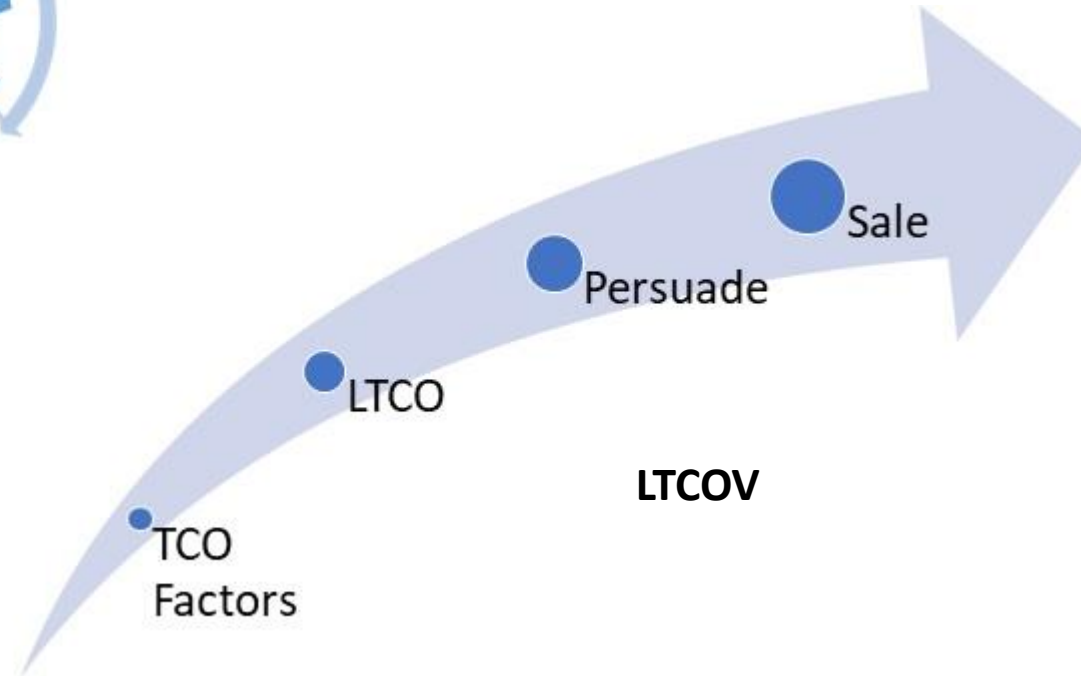
Forecast each market niche with a unique LTCO



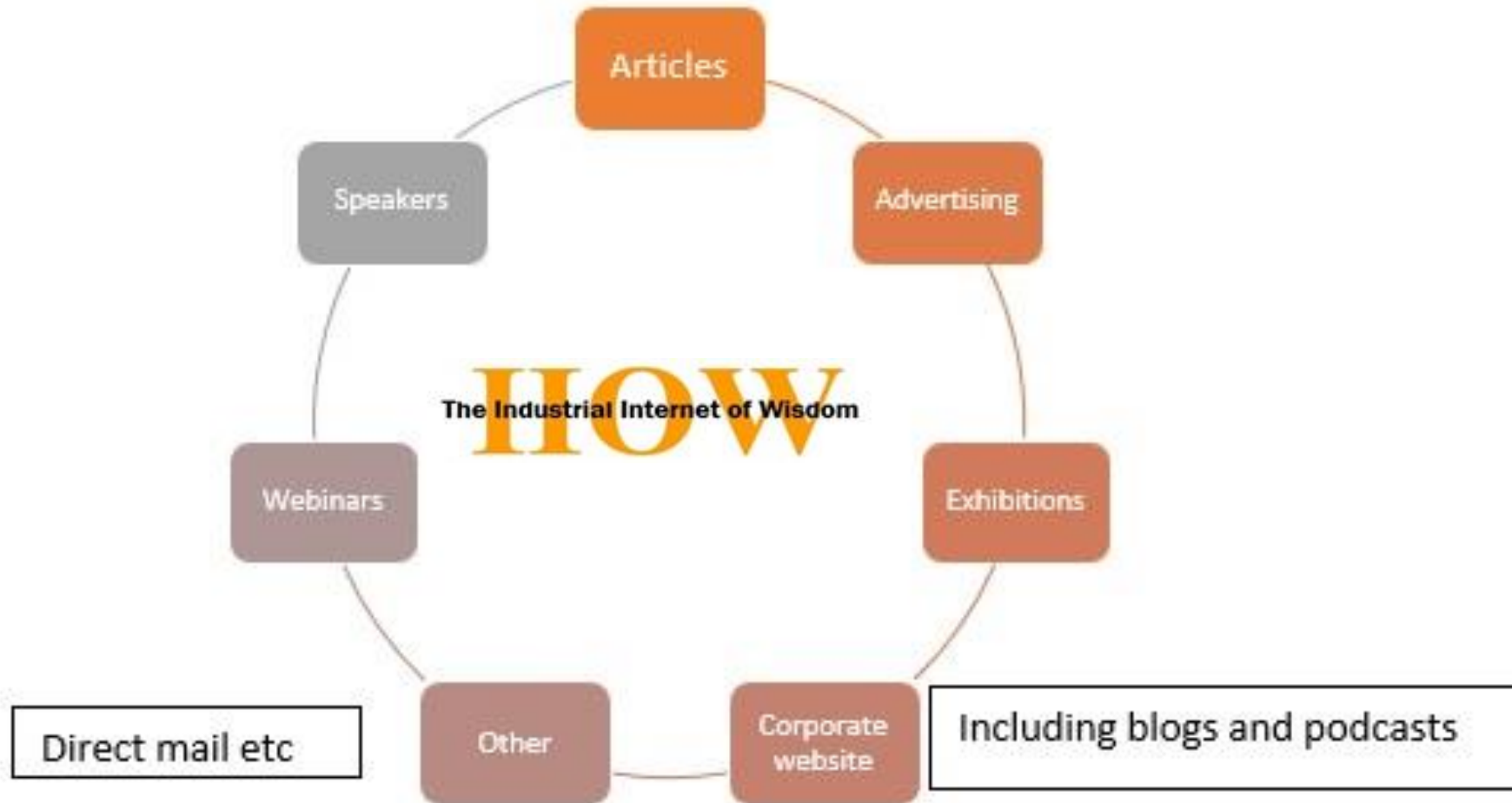
Product	% market share
Total Flow and Treat	0.2
Pumps	0.4
Pharmaceutical pumps	8
Pharmaceutical rotary pumps	15
Pharmaceutical peristaltic pumps	30
Regeneron pharmaceutical peristaltic pumps (5 years)	70



The Most Profitable Market (MPM) results from leveraging content marketing and Lowest Total Cost of Ownership Validation in each niche



Suppliers Work with Media and Associations to Create an IloW Resulting in LTCOV



McIlvaine Most Profitable Market Support Services

- Market forecasts in each niche
- Competitor market shares in each niche
- Longer term trends relative to each niche and for the larger market
- Total cost of ownership insights
- Guidance in the use of IloW to achieve LTCOV
- Webinars, white papers, and magazine articles which facilitate LTCOV
- Advice on both organic and inorganic growth
- Analysis of potential acquisition targets

McIlvaine publishes many multi client flow and treat market reports and databases which can be used in conjunction with the consulting services www.mcilvainecompany.com

For more information on the consulting services contact Bob McIlvaine at 847 226 2391 or rmcilvaine@mcilvainecompany.com

