

ANALYSIS OF A DISRUPTIVE COMPETITOR IN THE HARD SURFACE FLOORING MARKET



A major flooring manufacturer:

The client came to PreScouter for help in learning as much as possible about a disruptive competitor in the hard surface flooring market in order to gain a competitive edge.



Challenge:

PreScouter's goal in this research support service project was to conduct research and complete an analysis of the competitor's business model, supply chain players, and future growth strategies.



Approach:

Sources leveraged by PreScouter to complete the competitor analysis included market research reports, SEC filings, investor reports, patent filings, white papers, company websites, press releases, case studies, trade publications, outreach/interviews to researchers/companies, the technical and industry knowledge of PreScouter's subject matter experts (SMEs) and advanced degree researchers, and PreScouter's proprietary database of companies and technologies profiled in the course of previous projects.

To further validate PreScouter's secondary research, interview scripts were developed with approval from the client team to interview consultants from the flooring industry.



Outcome:

PreScouter provided the client with a robust and detailed SWOT analysis, validation of the hypotheses generated by the SME interviews, and concise answers to very specific questions generated by the client.