



# Analysis – Case 1 - Embosser Market in the United Kingdom

- Sophia Johnson, the international marketing manager for SalesSmarts (a Canadian stationary company) was reviewing her options regarding selling their new innovative “Legal Signature embosser” (LSE) in the United Kingdom. Sophia had to make her recommendations at tomorrow’s international marketing committee meeting. In addition to the U.K., market inquiries were coming from around dealers around the world. Sophia had received enquiries from firms in Australia, Japan, Sweden, Italy, France, Barbados, Spain and Indonesia. Thanks to innovative and possibly disruptive design changes, in just two years, the Canadian company’s product had already captured 60% of the Canadian embosser market. Within Canada, five firms produced most embosser bodies but it appeared that they were prepared to let SalesSmarts take the market. With very limited competitor response, it was conceivable that the product would have 90% market share within the next few years.
- **Discussion: How would you address this? What information would you gather? What analytical technique do you think you would use?: Help SalesSmarts use to decide whether or not to enter the UK Embosser market.**