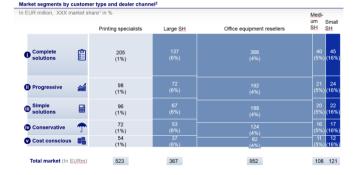# We built a M&S strategy to double an Asian printer manufacturer revenue from targeted segment in 5 years with granular segmentation

Situation

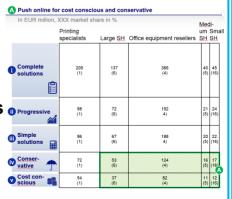- **An Asian printer manufacturer struggled to expand its revenue from SMB (Small- and Mid- Business) customers**
  - -2% decrease in revenue from SMB focused dealers (-6% for Hardware) in Europe
  - -4% decrease in # of SMB focused dealers
- **Communication break down** between Asia HQ and European local company

What we did

- **Developed granular market sizing in Europe by the combination of end-user needs-based segmentation and dealer segmentation**
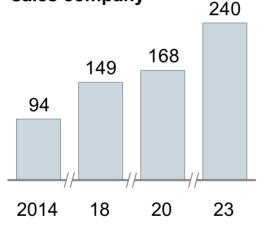
Market segments by customer type and dealer channel[2]
In EUR million, XXX market share[1] in %

	Printing specialists	Large SH	Office equipment resellers	Medium SH	Small SH
I Complete solutions	205 (1%)	137 (6%)	366 (4%)	40 (5%)	45 (16%)
II Progressive	98 (1%)	72 (6%)	192 (4%)	21 (5%)	24 (16%)
III Simple solutions	96 (1%)	67 (6%)	188 (4%)	20 (5%)	22 (16%)
IV Conservative	72 (1%)	53 (6%)	124 (4%)	16 (5%)	17 (16%)
V Cost conscious	54 (1%)	37 (6%)	82 (4%)	11 (5%)	12 (16%)
Total market (In EURm)	523	367	952	108	121

- **Built tailored strategies and initiatives for targeted segment areas**

A Push online for cost conscious and conservative
In EUR million, XXX market share in %

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Estimated impact

Mil Local Currency

- **Agreed to achieve revenue increase by ~50% in 3 years and ~100% in 5 years with Asia HQ and European local sales company**

Year	Value
2014	94
18	149
20	168
23	240

- **Agreed to build new meeting mechanism to capture end-customer and dealer unmet needs in a timely manner**