

## Case Study- Critical Success Factors

Industry: Metal Carpentry

Region: Italy

### **The Challenge**

A regional player, active in the metal carpentry industry, headquartered in North of Italy, wanted to know the following key information in order to successfully develop its business:

- What were the critical success factors in its industry.
- What was its position according to such key indicators.

Therefore he commissioned to MarketingPRO the task of finding the key attributes that a company should possess in order to be successful in the metal carpentry industry.



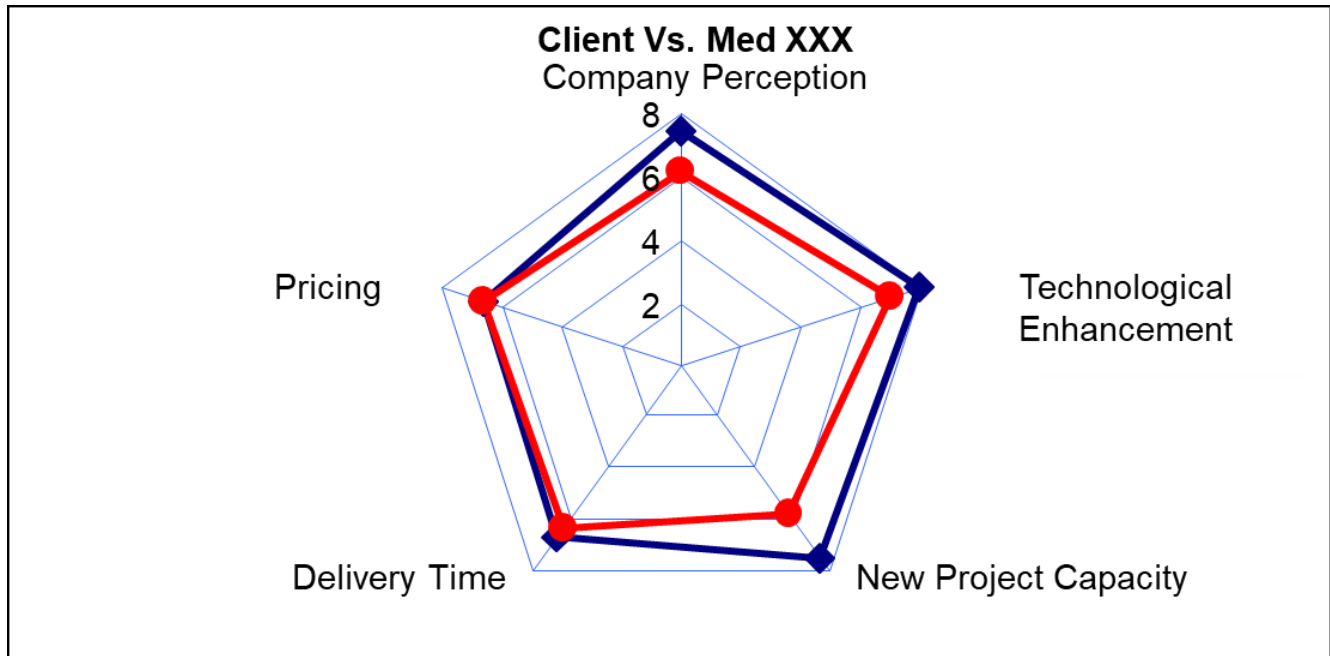
### **The Action**

Firstly, MarketingPRO came out with a list of relevant player for the industry (i.e. the key customers) and secondly with a list of key management person of such companies.

Then, through the mean of proper-structured questionnaires, MarketingPRO analysts transformed the answer into a proper Fishbein Analysis, obtaining a rank of the characteristics that were considered most important from the customers. Once obtained the most important factors which determined the leaders in the industry, the respondents were also asked to provide a ranking of the companies they were dealing with.

## The Results

After mapping the key features of the industry and understanding the market perception, our Client was able to further concentrate on the key features of the market, modifying its budget allocation accordingly, based on the results of the attached IPA (the Importance vs. Performance) Analysis provided by MarketingPRO.



For more details, contact: [info@marketingpro.it](mailto:info@marketingpro.it), asking for service code "CSF".