



LUMERIC™ Project Summaries

Project Type:

Re-positioning Strategy

Sector: Promotional Product
Manufacturing

Company Size: \$20m

Company Position:
Niche Leader / Category Killer

Client Level:
CEO

The Critical Decision:

Can a manufacturer of a niche promotional products that has recently matured continue to realize 10%+ per year top-line growth if it broadens its product line to a select set of higher-end products?

The Answer:

Yes, most customers value the product selection expertise provided by the firm and expressed significant interest in sourcing additional products from them. The added cross-sell opportunity was substantial enough to support 10%+ annual growth on its own for at least five years, pro-forma.

The Discussion:

The client is an established leader in the manufacturer of a specific promotional product customized with their clients brand imprint for promotional distribution to their customers. The product was new to the market in the early 2000's and has now reached maturity slowing growth and decreasing margins. To re-focus back to growth, management wanted to test an hypothesis for leveraging their competitive differentiators into a broader, but still selective offering of products. Through a combination of 500 online surveys with customers and prospects and series of qualitative interviews, Lumeric determined the new offering is highly desirable to a much broader set of buyers and wallet share capture with current customers would more than double once the new products were introduced. 