

Market Risk vs. Reward Analysis

Current Capabilities vs. Market Potential

Concerns over production capacity and meeting future demand are well founded. The highly proprietary nature of the production system of this new adhesive makes third party manufacturing unacceptable. Forecasting the timing required to add production capacity to meet demand is important to minimizing market risk due to unmet demand for product after the initial sale. (See 3M competitive summary for an example)

Current Customer Production	Annual	Monthly
Deliveries (Units)	19,853	1,654
Sales Volume	\$ 436,766	\$ 36,397
Sales Margin ³	109,192	9,099
Remaining Available Capacity		
Units	28,152	2,346
Potential Revenue	\$ 619,236	\$ 5,1603
Potential Sales Margin ³	\$ 154,812	\$ 12,901
Maximum Current Production Capacity (80% Utilization)		
Units	48,000	4,000
Potential Revenue	\$ 1,056,000	\$ 88,000
Potential Sales Margin ³	\$ 264,000	\$ 22,000

Analysis - Based on the current market you will maximize production capabilities with a 40% market share. Your current market share is 16%. We believe you can safely double sales before adding additional production capacity.

OBSERVATION: Based on the locations of your current sales offices you can meet the 40% share by focusing on expanding sales with other customers and developing new clients within the reach of your current sales offices.

Sample Market Analysis Report

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