

# Langford Lodge Engineering Ltd

## *Market Diversification Programme*



### What our client wanted

This company is involved in the design, manufacture and assembly of high technology components for the aerospace industry. Volatility of this sector in recent years encouraged them to consider opportunities in new markets.

### What Frontline did

The Frontline diversification model involves market snapshots, priority market analysis, a key prospect visit schedule and a market entry plan. We identified a range of potential sectors and discussed in-house capability and external market conditions. This led to the selection of a primary diversification market which was medical devices.

Our research team prepared an overview on the medical devices industry, with a focus on four key sub-sectors. As a result of discussion on potential opportunities, the company decided to focus on a smaller number of target sectors.

We conducted a market analysis and research on three sub-sectors. We profiled the top 20 suppliers under each sub-sector and built upon existing market intelligence to screen opportunities that offered an excellent fit with the company's capabilities and capacities.

### What difference we made

The management team now has a real understanding of where there are development opportunities in medical devices and these have been pursued by the company.