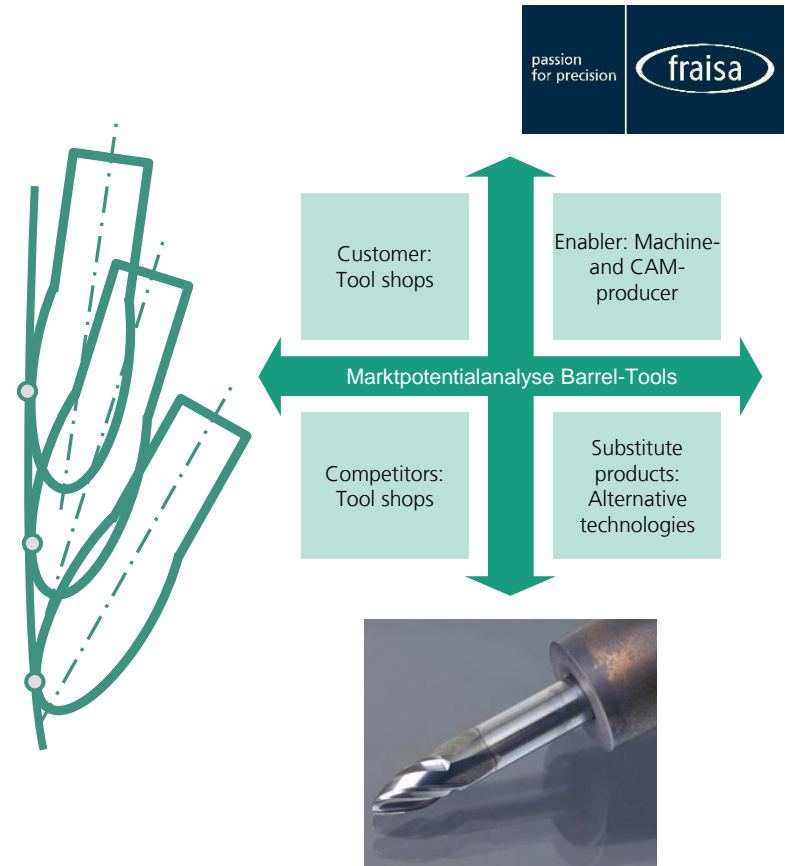


# Analysis of market potential for application of barrel-tools in the Tool and Die Industry

## Approach

- Structuring of the analysis alongside the market forces of barrel-tools in the Tool and Die Industry
- Design and mailing of a questionnaire to tool shops for systematic identification of potentials in the sales market
- Interview of tool experts for detailing and validating the results of the analysis
- Design and mailing of a questionnaire to CAM-producers for systematic identification of potentials concerning the procurement market
- Detailed evaluation of the questionnaire results and interviews as basis for a decision concerning a market launch of barrel-tools



## Results

- ▶ **Detailed overview over the market potential of barrel-tools**
- ▶ **Basis for decision concerning a wide market launch of barrel-tools**