

Case Study | **Bird-In-Hand Woodworks**

Project: Market Research, New Market Entry

The Challenge

When Bird in Hand Woodworks (BIHW), a division of School Specialties, Inc., approached us, they were emerging from bankruptcy but had limited opportunities for growth in their current market (early education furniture). Growth was projected as nearly flat.

Bird in Hand wanted dramatic sales increases and believed that cultivating an external market would help achieve sustainable growth.

But what markets offered long-term, stable opportunities while also leveraging the company's strengths and equipment? To further complicate the situation, the new market had to complement, not conflict with, the heavily seasonal education market.

The Approach

To help identify BIHW's best path forward, we employed primary and secondary research to unearth core strengths that were not market specific and to identify multiple potential markets. We then validated target markets with sustainable growth and low barriers to entry.

Scope of Work

We worked collaboratively with BIHW to assess goals and craft a scope of work most likely to deliver their desired outcome. We determined that we would need to research three potential markets and craft an entry strategy for two.

Primary research of cross-functional client team members identified strengths, weaknesses, barriers to success, untapped capabilities, and brand characteristics that would be critical in identifying new markets and determining success upon entry. Interviews included

executive management, finance, sales (internal and external), marketing, operations and the end user.

Assessment of the current market yielded recommendations for internal improvements. These changes alone are projected to provide a financial increase of nearly \$3 million in Year One.

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\$3 million

Secondary market research and an assessment of target market health yielded five possible new markets.

We then validated two target markets (client selected two of the five, Wavelength discarded one of the five) and upon client approval crafted a market entry strategy.

The market assessment and overview included a competitive analysis, sales channel recommendations, a 12-month strategic marketing plan and a corporate brand identity for the external markets.

We also provided detailed Target Audience Profiling and associated messaging to boost results.

Results

The primary research identified an untapped potential in the current market projected to provide a near-term, **\$3 million boost**.

Two new markets were identified and validated as being strong (through 2022) and with relatively few barriers to entry. Projected sales over three years are **\$11 million**.



What We Can Do for You

- Market Research
- New Market Entry Strategies
- Brand Identity Development
- Strategic Marketing Program Development
- Lead Generation Programs
- Audience Profiling and Messaging

For Fresh Insights Visit:



Share your challenge: Call Jennifer Peterson 717.823.6939

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