

Opportunity Analysis for Polybutylene pipes with PushFit System for Water Conduction in Colombia

Client Issue:

- A leader in the manufacturing and distribution of building materials partnered with Frost & Sullivan to analyze the feasibility and compatibility of Polybutylene pipes having an innovative mechanical system for water conduction in Colombia. The study focused on identifying unmet needs, satisfaction of current brands, purchasing process, market prices, proof of concept analysis to define the feasibility of promoting the idea in Colombia.

Frost & Sullivan Approach:

- Primary research was based on face to face interviews directly with distributors, constructors and installers and a deep Focus Group with constructors and installers. In parallel, advanced secondary research to supplement the findings from primary research was undertaken to complementary analysis.
- Over 30 interviews were conducted face to face and 6 Focus Group in 3 of the main cities of Colombia. Key respondents were managers or owners of representative distribution chains, purchasing managers, resident engineers workers, project managers, and installers. Frost & Sullivan conducted a detailed analysis to determine the feasibility of bringing a new technology to the pipeline market in Colombia.

Result:

- Frost & Sullivan presented an analysis of the perceptions that each constructor, distributor and installers had with respect to traditional pipes.
- The key success factors to be taken into account in the pipelines in Colombia, advantages and disadvantages of traditional and new technologies, entry barriers and go-to-market strategies were also focused.
- Frost & Sullivan provided detailed results of the product proof of concept as viewed by key manufacturers and installers for each city.

