



WTC PERFORMANCE GROUP

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Reducing the Gap Between Performance and Expectation Since 1991

Industry: Manufacturing
Sector: Magnetic Materials

Situation:

- Global competitive price pressures

Client Request:

- Conduct a world wide competitive analysis to include price and other market related trends

WTC Performance Group Approach:

- Identified all producers of magnetic materials world wide
- Conducted a global market analysis of the full range of magnetic materials for all manufacturers and end user applications
- Issued requests for quotation to all active global manufacturers of magnetic materials for a variety of quantities, sizes and material grades for an industry wide competitive study
- Compiled and analyzed results
- Issued a final report to client and posted generic data through a magnetic materials trade association

Client Outcomes:

- Acquired global market information to set strategic direction