
Project:

Market Study
Competitor Analysis

Research Type:

Hybrid (Qualitative &
Quantitative)

Sector:

IT & Technology
Printing
Business Services

Region:

EMEA (UK, France,
Germany, Italy Spain)

Client:

Ricoh
Gerard de Pender
Senior Product Manager

**For further information on
this case study please
contact:**

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Business Challenge

Ricoh is a global company supplying a wide range of printing, copying and faxing products to the EMEA market. The company wanted to evaluate their position in the large format market and gain a broad understanding of the market in Western Europe and potential business development opportunities.

**Methodology**

The project split into four phases:

1. Desk research to understand the market as a whole – size of market, key trends etc.
2. An analysis of key competitors
3. Telephone interviews with the distribution channel; and
4. Telephone interviews with end users.

The principal markets covered in the research were the UK, France, Germany, Italy and Spain.

What Impact did the result have on your business?

The results were presented to the marketing department together with short term and long-term action recommendations. Gerard de Pender, the Senior Product Manager responsible for Professional Products commented as follows:

“The results of the research provided by Business Advantage have definitely been very useful, both for us and for the main headquarters in Japan. We used the information as input to our strategic planning and we also used it to explain certain things to people within our organisation. We look forward to working with Business Advantage again in the future.”

RICOH One of the largest IT companies in the world and one of the world's leading innovators of office equipment technology.