



TimeShift Productions

52 Riley Road #224
Celebration, FL 34747

info@timeshiftproductions.com
(407) 792-2314
(617) 297-2314

Market Fit

How do we attack a new *SEGMENT*?

This VLSI Research Top 10 semiconductor industry company wants complementary offerings to insure continued growth. Past attempts met with limited success.

Company executives ask TimeShift to survey the market, identify near term sales targets, and suggest future product directions.

Project

TimeShift interviews Company marketing, sales, applications, and engineering management. Key existing and potential customers are surveyed. The analysis includes:

- market size, segments, risks and opportunities,
- current customer needs and product line fit,
- competitive product architecture comparison, and
- forward recommendations.

Results

The Company clarified their view, increased confidence, identified new engineering projects, and expanded resource alignment in this market segment – all necessary steps for success.

Value

With aggressive growth in mind, this project helped the Company understand the overall market, their current position, and choices going forward. Observation, analysis, understanding, recommendation: clarity to help business executives chart the way forward.

See your future... get there sooner

TimeShift Productions provides an external unbiased view to help you focus. Release your team. Move forward with more confidence.

Contact [TimeShift](#) today.