



Wavin Investment Decision Support

white space
STRATEGY



www.whitespacestrategy.com

We supported Wavin with a £6m investment decision...

CLIENT:



- Is there market demand to support Wavin's proposed investment?
- Within which sectors?
- For what products?
- How can Wavin succeed in this market?

Should Wavin invest to:

- Expand production capacity?
- Expand range?
- Bolt on new capabilities?



"We needed to understand whether there was sufficient market demand to support our proposed investment, and where specifically to invest for the greatest return"



Wavin UK Announces Multi-million Pound Investment Programme



Water is 70% of the Earth's surface, 66% of our bodies and 100% of our expertise.

"White Space's work validated our investment decision but in the process revealed that one of our key sectors was twice the size we had previously thought. The depth of their analysis and the clarity of their recommendations have allowed us to focus our resources much more on attractive market segments and invest in the right manufacturing capabilities"

"White Space delivered results that exceeded our expectations. Their people are extremely capable, their process is rigorous and their approach is very professional. We have already commissioned a second project with them"

Marketing Director, Wavin UK