

# Business Case [Poland]

CONSTRUCTION SECTOR– [MARKET STUDY]

## COMPANY PROFILE

Leading engineering consultancy firm from the UK working in the development and infrastructure sectors – 750 employees.

## CONTEXT

Aimed to expand activities in the Polish market and mandated Valians International for an in-depth market analysis and strategic advisory.

## SOLUTIONS PROVIDED AND RESULTS

- **In-depth Market Intelligence on engineering consultancy services in construction and infrastructure sectors in Poland:** Key figures, drivers and challenges, in-depth analysis of competitive environment in engineering services, market segmentation, mapping of key customers and market players in construction (building, infrastructure, environment), major opportunities.
- **Definition of market entry strategy and keys to market entry.**
- **Post-study presentation & debriefing with recommendations on market entry strategy.**

