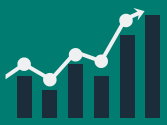


MARKET INTELLIGENCE STUDY ON THE STEEL MARKET IN THE US

The US steel industry is currently witnessing a period of low growth that has put pressure on steel prices and created uncertain demand in the market. In addition, the lack of supply chain visibility, increasing price volatility, and overcapacity issues are presenting additional challenges for companies in the US steel industry.

Consequently, companies in the US steel industry are compelled to streamline operations, improve supply chain visibility, and efficiently tackle challenges coming their way.

THE KEY OBJECTIVES THE CLIENT WAS LOOKING TO ACHIEVE BY LEVERAGING MARKET INTELLIGENCE ENGAGEMENT WERE:



Understand the potential for their steel products in the US steel industry



Understand the impact of emerging regulations

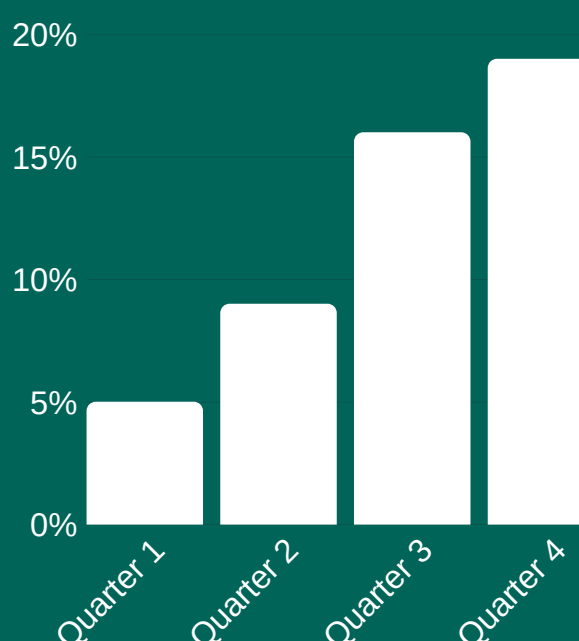


Reduce supply-demand mismatch

RESULTS OBTAINED

With the insights obtained from Infiniti's market intelligence solution, the client was able to devise a go-to-market strategy and identify the best route to enter the US steel industry.

This helped them to successfully establish their base of operations to the United States. And, within one year, the client realized an increase in their profit margins by 19%.



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