



HVAC market analysis

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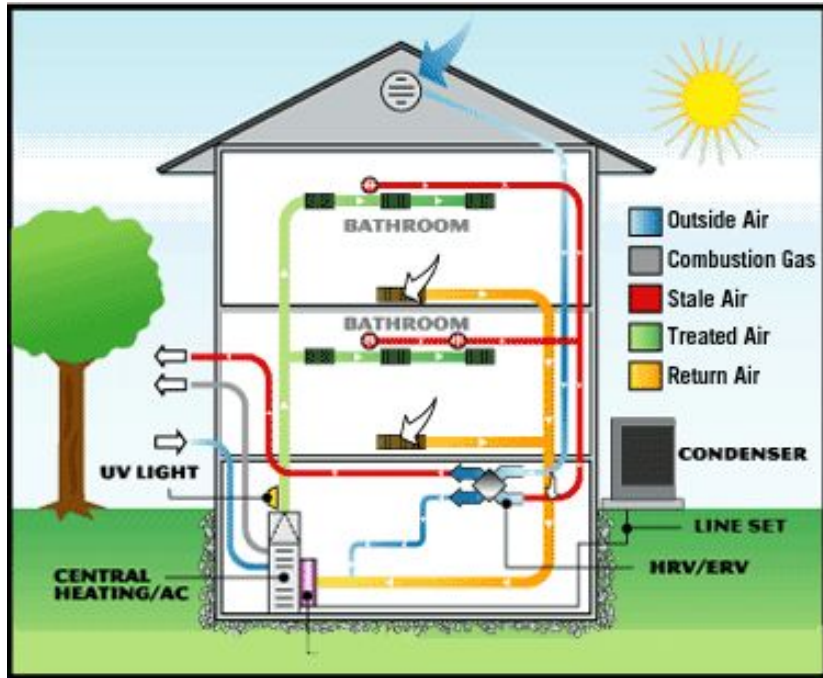
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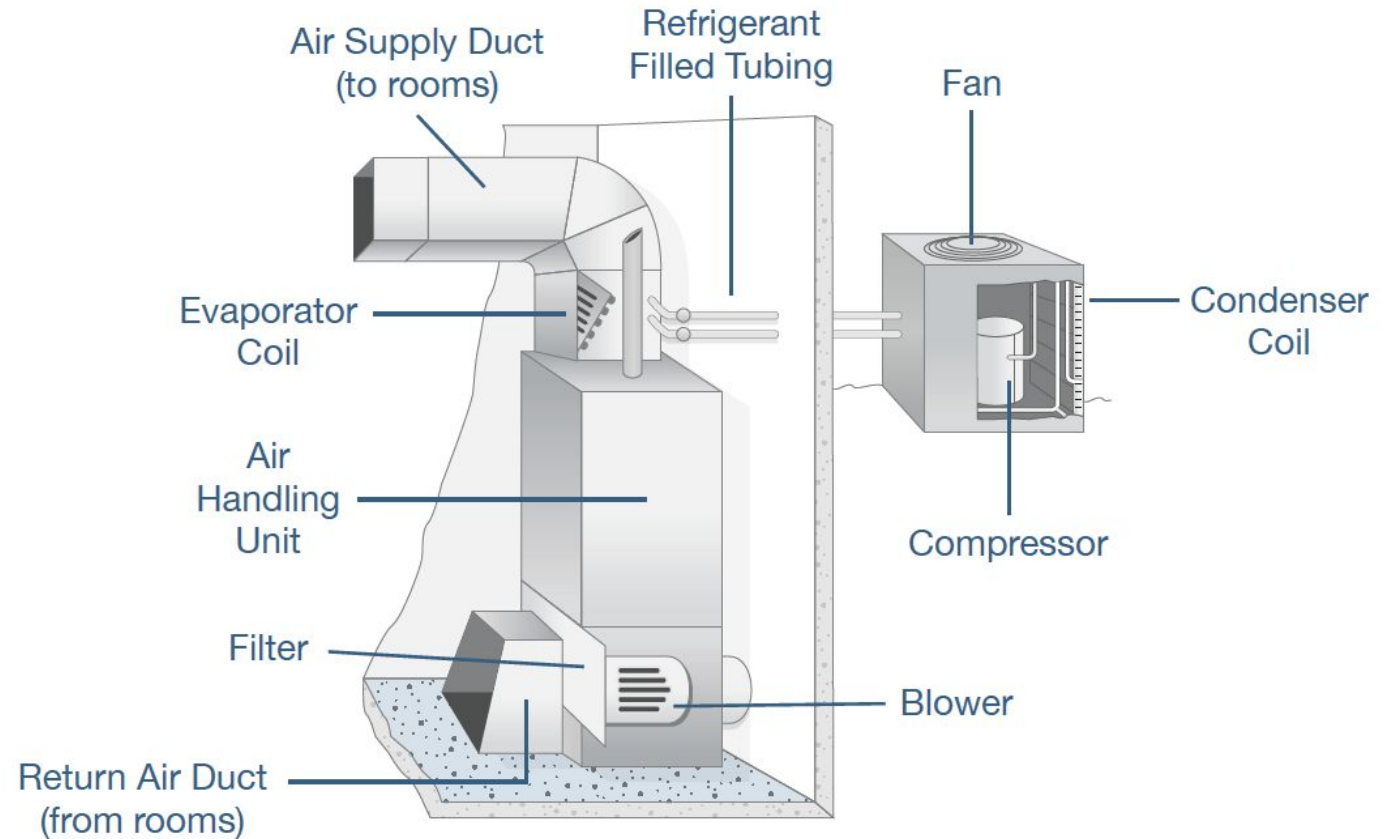
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Heating, ventilation, and air conditioning (HVAC)

HVAC Diagram

- HVAC is an important part of:
 - single family homes;
 - apartment buildings;
 - hotels;
 - senior living facilities;
 - industrial and office buildings (skyscrapers, hospitals)
 - vehicles (trains, airplanes, submarines)



DEPENDANCE:

- exterior climate
- interior specified conditions
- emerging technologies
- innovation
- integration
- local regulations
- fresh air requirements



There will always be a need for the HVAC i

The Relationship Between Construction and HVAC



Team's point of view:
Marketing Manager

Goal: To estimate the
current place of a
product in the market

INNOVATION

Research

Idea

Develop

Experiment

Improvement

Activity

Barriers to technology promotion

- the possibility of competitors appearing on the market

- different living standards of the population

economic

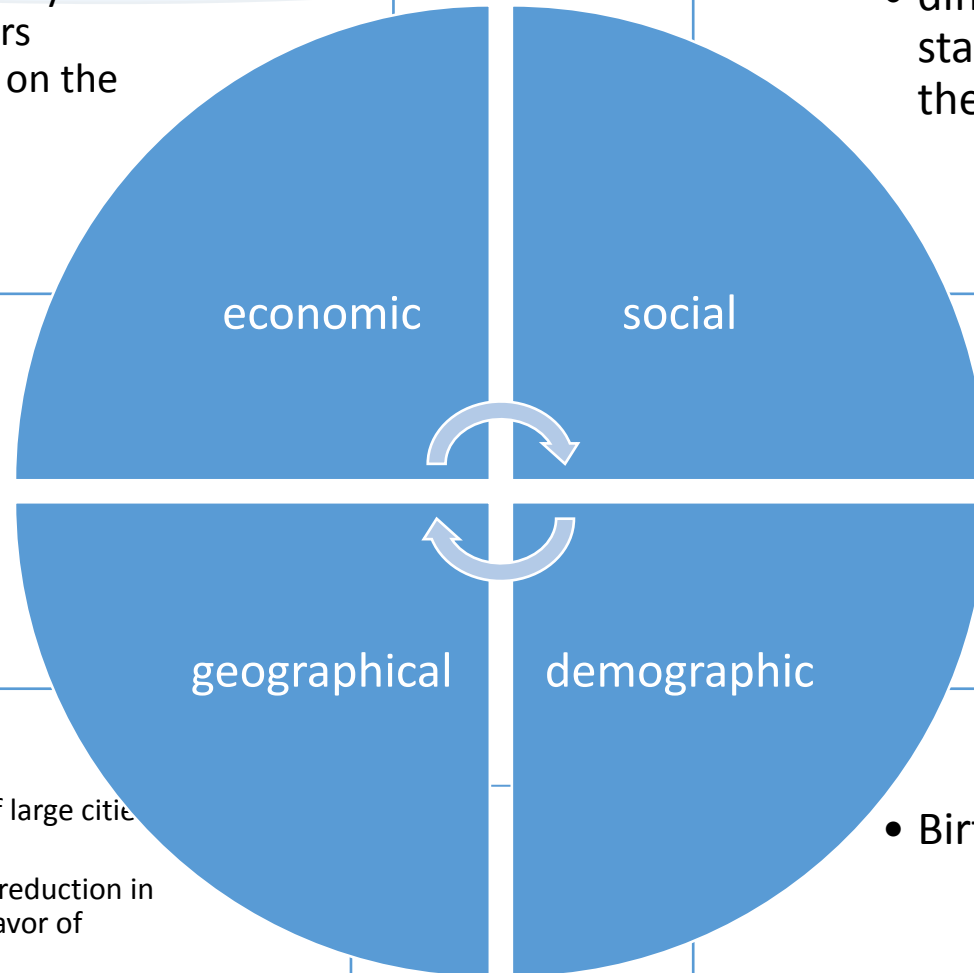
social

geographical

demographic

- influence of large cities
- migration,
- population reduction in regions in favor of megacities

- Birth rate



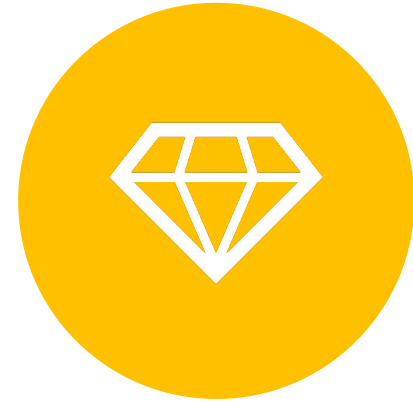
We define:



CONSUMERS *NEEDS*



MARKET *PLAYERS*



THE *SCOPE* OF THE
MARKET



Consumer analysis

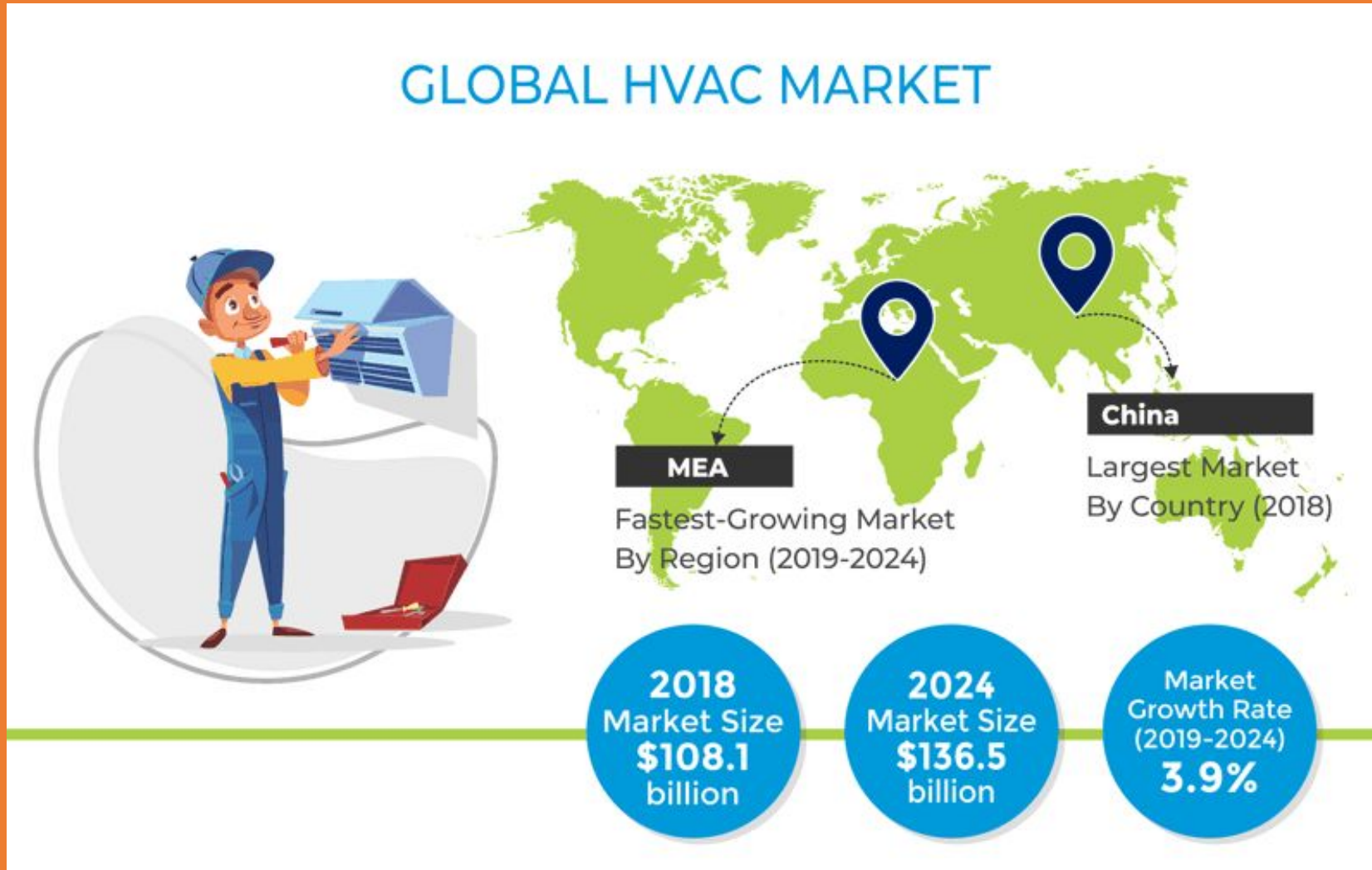
Industry analysis

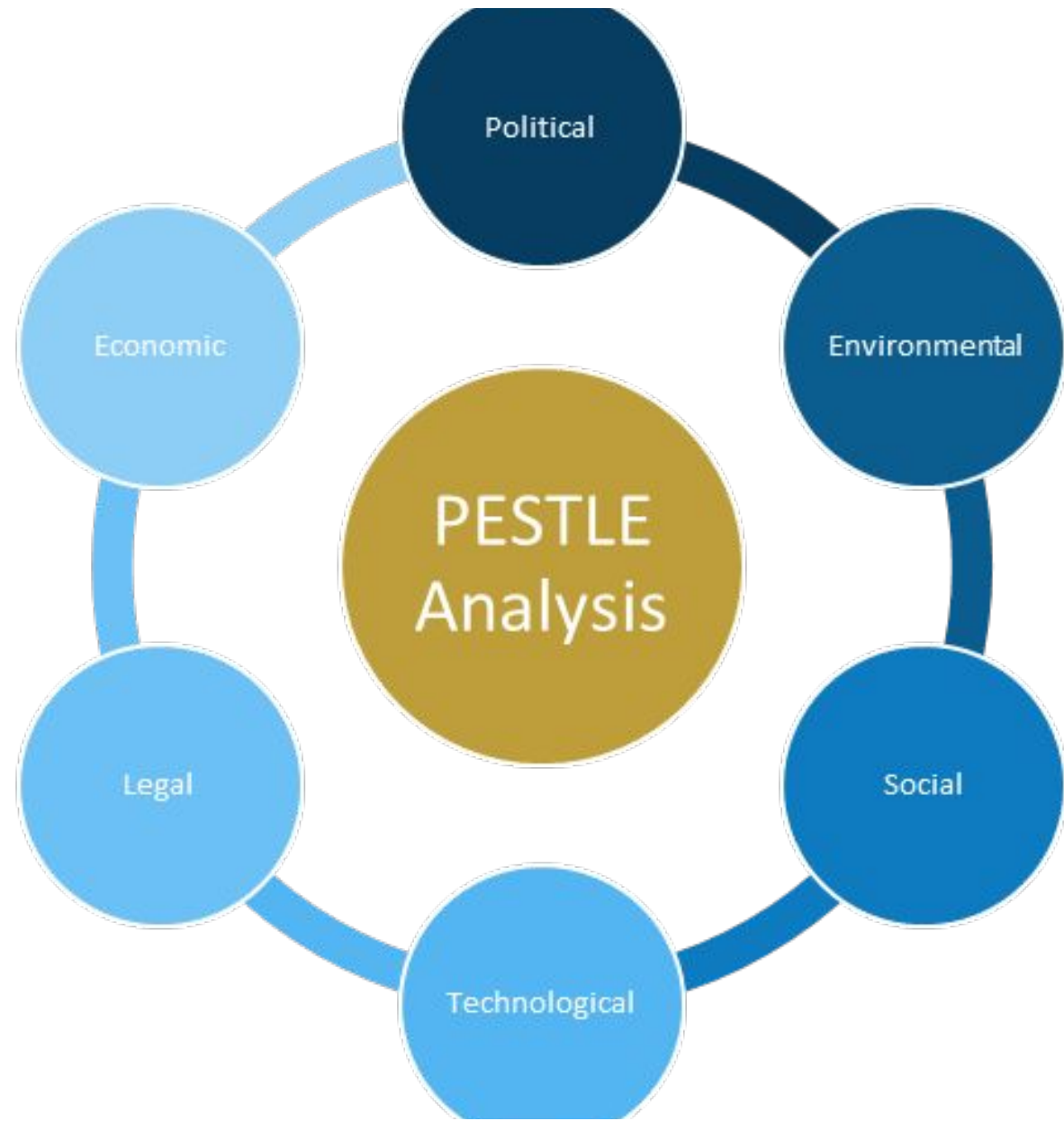
Market estimation



Market estimation

market growth rate and PESTLE analysis

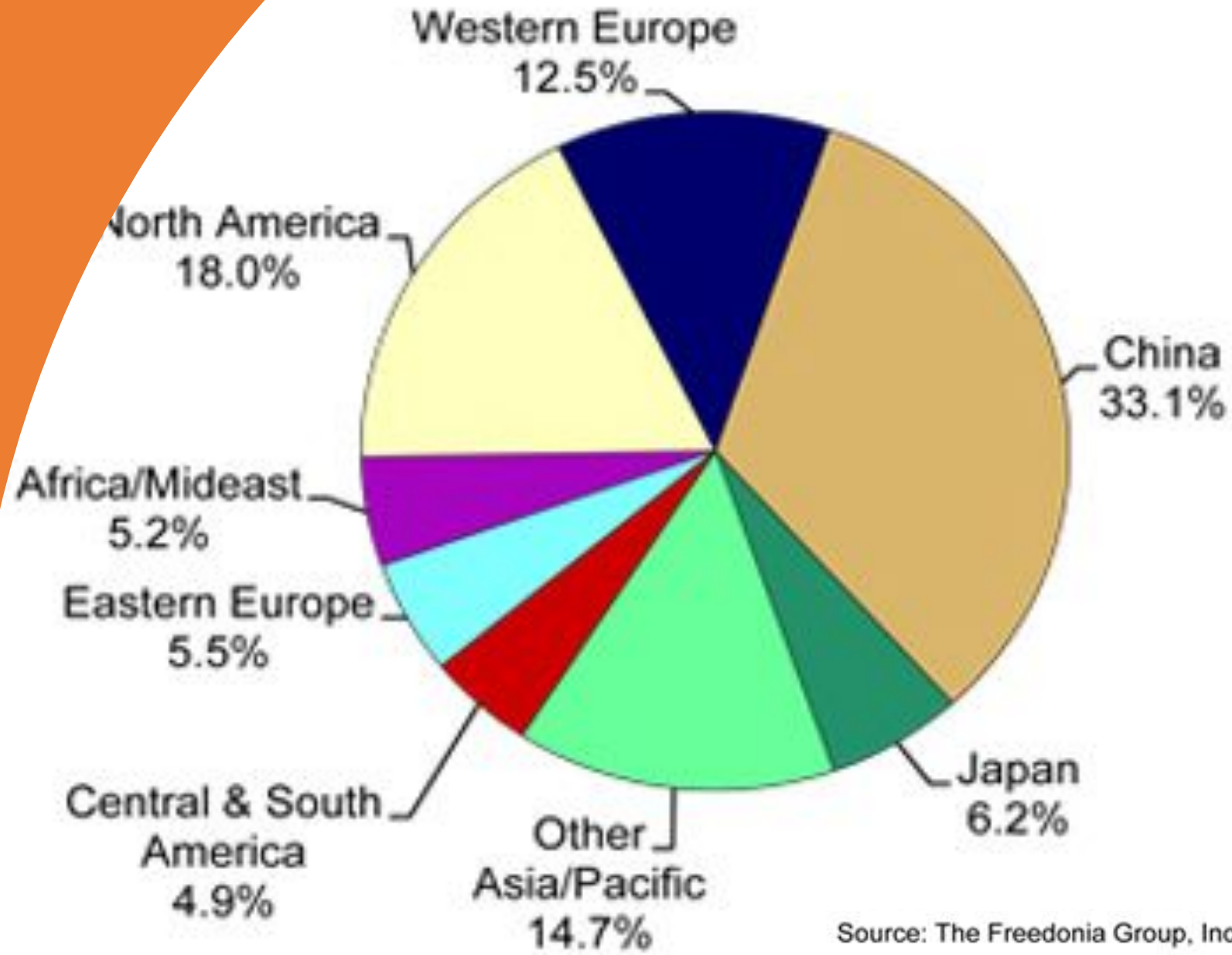




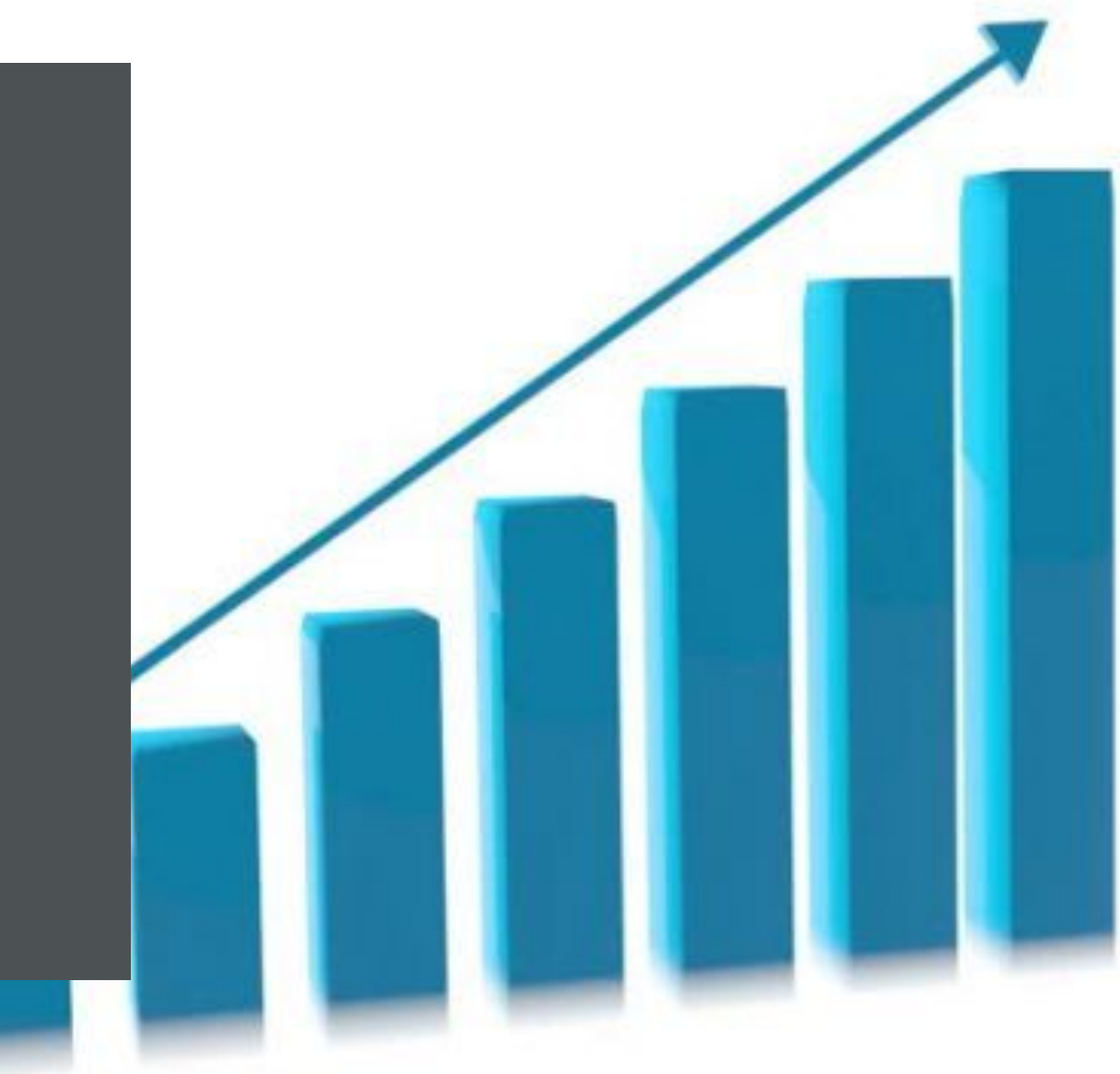
Consumer analysis

- market segmentation;
- consumer profiling;
- value proposition analysis & etc.

World HVAC Equipment Demand by Region, 2013
(\$91.5 billion)



Source: The Freedonia Group, Inc.



Industry analysis

- market share analysis and competitive forces analysis will give us the understanding of the market trends

having analyzed all the parameters



We're determined to

1. Anticipate the needs of our consumers and ameliorate our customer experience;
2. Define all the obstacles of the environments we are working in;
3. Understand what competitive advantages our competitors have and to eliminate them by improving our expertise;
4. Create market development metrics for the better and clearer determination of success of our product/ company;
5. Work out new competitive strategies for market penetration



Thank you for attention!