Tennant Company is a classic “industrial” marketer. They manufacture floor maintenance equipment. Their traditional markets have been in the "manufacturing" industrial classification codes, such as auto plants. UNLV owns some of this equipment.

Tennant's product line breaks down into three major groups, with many models/variations in each group. The three are: power sweepers, power scrubbers, and floor chemicals. The common theme is a system of floor maintenance. These products improve the appearance of floors, improve safety, and actually cut maintenance costs.

Tennant is now looking at possible new markets. One is the regional shopping mall market. An example of a regional mall in Las Vegas is the Galleria Mall. Malls have a need for floor/surface maintenance both inside and outside.

As a starting point, they want to calculate the potential size of the market segment. Note that market potential is rarely realized.

Where would you find appropriate data on the regional mall industry? How would you relate this data back to Tennant's sales to calculate the size of the market?

Further....in addition to regional malls, Tennant is considering the car dealer market (service and sales areas need clean floors) and the construction market (job sites need cleanup of floor surfaces). Again...you would have to find information to assess these markets.

After researching the size of all three of the new markets, how would you go about choosing the "best" ones for Tennant? What are your criteria? What planning tools could be used?

This exercise is fairly typical of research projects in business marketing.