

**Case Study:  
Market Illumination  
Market Landscape**

**Agribusiness Market**



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## Background

- The client had a product in the research and development phase and it had the potential to move the client into a new market. The new product could be applied by carpet cleaners to reduce or eliminate molds and dust mites in carpets and mattresses.
- The client was exploring the feasibility of marketing the product through channel distribution.

## Objectives

- The primary objective was to increase client knowledge of the carpet cleaning business, through a qualitative study.
- Client wanted to better understand the following:
  - The “pull” homeowners exert in this market
  - The carpet cleaner professionals’ (CCPs’) propensity to adopt new add-on products

## Methodology

- Executive telephone interviews were conducted. These interviews were conducted instead of focus groups and personal interviews because:
  - Respondents were more comfortable in an anonymous one-to-one format,
  - Interviewers were able to gather a wide geographic distribution of respondents,
  - The number of respondents was maximized,
  - Client could listen to interviews from any location,
  - Moderator and client could modify interview guides after each interview, and
  - Interviewers maximized time spent with each participant.
- An AllPoints Research analyst, specially trained to gather information through an unstructured, conversational style of moderating, conducted the executive interviews. Because participants find this type of interview interesting, they remained engaged through a 45-minute interview.
- The research conducted was qualitative research. Interviews were completed with 49 carpet cleaners with the following criteria: either 100% ownership or partial ownership of the carpet cleaning business, decision maker for services and equipment, and had been in business for more than one year. The sample provided a range of carpet cleaning professionals, which included:
  - Owners of franchises
  - Owners of independent small businesses (annual sales up to \$500,000)
  - Owners of independent medium (annual sales of \$500,000 to just under \$1 million) and large businesses (annual sales of \$1 million+)



## Summary of Findings

Survey Findings	Actions to be Taken
<ul style="list-style-type: none"><li>• <b>Carpet cleaners are small business owners and tend to choose add-on products that possess low liability to them, minimal training, and few new equipment investments.</b></li><li>• <b>In addition, carpet cleaners have concerns about finding skilled employees to apply this product.</b></li></ul>	<ul style="list-style-type: none"><li>• Client recognized need to mitigate legal risk and provide solutions for carpet cleaners to obtain the capital required to add this product.</li><li>• Client began investigation to determine the type of training and licensing required for each state in their target geography.</li></ul>
<ul style="list-style-type: none"><li>• <b>To seriously consider a new product or service, carpet cleaners require evidence of significant customer demand.</b></li></ul>	<ul style="list-style-type: none"><li>• Client quantitatively investigated the target market to better understand the viability of its products in order to demonstrate demand to carpet cleaners.</li></ul>

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