

- Individual data and analyses for the construction and interior finishes markets with Renocontrol[®] and Microcontrol[®]
- Regularly published studies (interior flooring standard, interior wall standard, etc.)
- Marketing & sales consultancy

market 1st!

market 1st! is a specialist in the field of market analyses and market quantification in the construction and interior finishes markets for both the residential and commercial sectors.

With Renocontrol® and Microcontrol®, **market 1st!** has at its disposal two unique market research tools that are unsurpassed in terms of precision. **market 1st!** provides you with the data that can be used to determine specific potentials and forecasts based on the complete building stock in the Republic of Germany – for particular regions or specific product characteristics. Apart from the economic imponderables, industry and trade are faced with the problem of assessing the actual size and structure of their markets. Despite a generally detailed knowledge of the volume and value flows within an operation, it is also difficult to project company resources onto a market background that has been quantified as precisely as possible. This is also a problem because the quality of the market data used has a decisive influence on the quality of the decisions made. The future – the very survival – of a company, however, are determined specifically by the ability to correctly assess how demand will grow and develop. And this is an ability that is becoming increasingly significant in today's sensitive market environment.

This is the basis on which **market 1st!** offers its consultancy services – Strategy consulting, expert and process consulting in the area of sales and marketing.

Renocontrol® and Microcontrol®

Individual data and analyses for the construction and interior finishes markets

Renocontrol® is a tool developed by **market 1st!** which provides traceable, reliable data for the demand for construction and interior finishing materials. The basis for this is the building stock that has been developed and maintained by **market 1st!** over the years, classified by type of building (residential and non-residential) and building age category within the Federal Republic of Germany. This needs-oriented approach to the analysis covers precisely the potential available in new buildings, but also, for the first time, the areas of refurbishment, renovation and modernisation of building stocks. Microcontrol® is an analytical process created by **market 1st!** that builds on the methodology of Renocontrol®. It focuses on a defined construction or interior finishing product. In this way, for example, individual data collated as primary statistics and individual company figures are linked with Renocontrol®, thus enabling an analysis to be carried out that relates to individual construction and finishing trades, or even individual product types. This creates a data transparency that has a concrete, operational benefit. And for the first time, it also includes 'construction within the building stock', with the same precision as that applied for new building work (residential and non-residential). This means that the entire requirement situation can be recognised at an early stage and measures can be flexibly adapted to it.

Regularly published studies

market 1st! is able to offer a thorough quantification of stock sizes of the various construction and finishing trades with its empirical studies.

- Interior wall standard (wallpapers, interior plastering, various types of panelling, ceramic tiling)
- Interior floor standard (ceramic tiling, natural stone, wood/parquet, tufted/felt carpets and woven textiles, linoleum, PVC, laminates, etc.)
- Facade standard (rendering, composite thermal insulation systems, front-mounted, rear-ventilated facades (DIN 18516), curtain walling (DIN 13830), clinker, fair-faced masonry, fair-faced concrete, etc.)

In all the studies, the information is provided both for residential and for non-residential buildings (commercial investments).

These standards are a detailed, quantitative appraisal of the three areas of application and the demand in the product markets associated with these.

They combine traceability, clarity and independence in the presentation of the parameters relevant for planning. This provides security for you in the short-term and long-term formulation and fulfilment of your objectives.

Consultancy

With its products and consultancy services, **market 1st!** is a specialist in the construction and interior finishes sector. In an unbroken transition from a standardised market analysis, it creates a bridge across the questions arising for individual companies through to personal consultancy projects. As a form of 'complementary consultancy', **market 1st!** combines sales and marketing expertise with specific industry knowledge and experience:

Principal **market 1st!** consultancy services

- Market analyses and forecasts / order market research
- Feasibility studies
- Analysis of sales channels
- Marketing and sales optimisation
- Development and launch of pricing systems and terms and conditions



market 1st!

effective marketing solutions

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