

Market Study



Market research on Belgian heating engineers for Total



Client	Requirements	Approach	Result
<ul style="list-style-type: none">• Total SA (most often referred to as Total) is a privately owned French oil and gas company. It is one of the six "supermajors", the six largest companies in the sector worldwide• Its activities cover the entire production chain, from the extraction of crude oil and natural gas to the creation of energy, including refining and commercial distribution	<ul style="list-style-type: none">• The client wanted to know whether the heating engineers might be interested in working with Total or not. If so, which ones, and if not, for what reasons?• In this way, Total could adapt its offer as much as possible to convince a larger number of heating engineers to work with them	<ul style="list-style-type: none">• The market study was carried out in several stages• First we studied the Belgian landscape, separating the north and the south of the country• We then analyzed the reasons why the heating engineers accepted or rejected a potential partnership with Total	<ul style="list-style-type: none">• After analyzing the data, a final report was submitted in the form of transparencies, followed by an oral presentation of the results and our recommendations with a question-and-answer session with the client.

