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# *Curled Metal Inc. Case Analysis*



# Introduction

The Curled Metal Inc. is traditional curled metal producers, this case study explores the issues and prospects faced by the company that was earlier manufacturing curled metal products for automobiles. The case focuses on the potential expansion into a new market by introducing a unique product: metal plates for strike of pile-driving hammers.



# Market Study

Conventional pile-driving pads generally wear out quickly, which makes replacement soon and is time-consuming. Its products such metal pads which are curled are unique in that they last longer, better shock absorbers, and less expensive to replace hence solving a central problem in the market.



# *Product Differentiation*

**Metal pads developed by Curled Metal are significantly different from traditional wooden or composite options for multiple reasons such as increased sturdiness and general safety. As a result of CMC's curved metal product production technique, it can effectively control its product quality, and position itself as a high-end construction brand.**



# Conclusion

The new growth opportunity that seems to be a good chance for Curled Metal Inc. is about to enter the pile-driving market successfully. Based on product differentiation and value based pricing strategies, the company can construct an advantage solution that satisfies the industry demand.



# Resource

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