

Executive Summary

Samco's focus is on custom rollforming machines and coil processing equipment in the automotive, metal building and construction, transportation, storage, and energy industries. Samco is looking to expand their services in the next 5-7 years outside of North America, India and Mexico, where they are already established. Therefore, the objective of the project was to determine a potential market for Samco to move into. Our research focused on the Solar Energy, Building and Construction and the Automotive sector. A list of potential countries with growing markets was determined for each industry and a PEST analysis was completed to directly compare each country. Using the information generated from the PEST analysis, a potential market and customers will be determined for each of the three sectors and will be recommended to Samco. In order to do this, suggestions will be made to market Samco's rollforming solutions in a post COVID-19 market. The main purpose of the project was to identify potential countries and sectors for Samco to expand and ways to communicate sales remotely.