

Market Analysis Results In Legislative Change And Increased Sales For Global Environmental Services Company

BUSINESS SITUATION

The client's landfill was losing volume to competitors' landfills located in other states with lower in-state disposal tax rates. The client was requesting tax relief from the state.

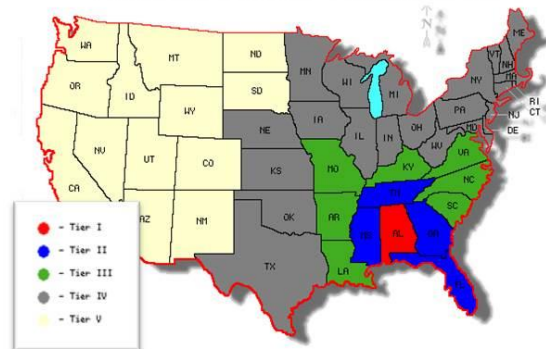
SOLUTION

The client needed to paint a quantitative and compelling picture of lost opportunity for the state legislature. Beaird Group worked closely with the client's corporate marketing group and the landfill management team to focus on:

- the main competitors diverting volumes
- the types of waste which would be ideal to process at our client's landfill
- volume of desired waste processed at competitors' sites

Beaird Group consultants directly contacted the competitors' state environmental agencies to get the most up-to-date publicly available waste manifest data for the project. Based on the market analysis, we were able to show that the volumes of diverted waste were directly tied to lost state revenue, both in terms of jobs and potential state tax revenue.

Volume Diversion by Geographic Tier



IMPACT

Our client presented the data to the House of Representatives, focusing on the lost revenue and economic development potential. The state passed a bill which reduced the tax by almost half, resulting in a significant volume increase for our client.

A secondary benefit of the study identified those facilities shipping waste from the state and border states to competitors. The data provided to our client from Beaird Group included these prospective customers and their contact information for future sales calls.

Beaird *to* Business

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