



Customer Reference Story

→ Situation

Chief Executive Officer, European Diversified Multinational

→ Critical Issue

Identification and Valuation of Market Opportunities, for the Acceleration of growth rate, in Asia-Pacific for the nominated countries.

→ Reason

As part of their global growth strategy, European Diversified Multinational were **aware of some opportunities to enter new markets** which had synergy with their existing operations, however, they **did not have the available resources to identify** both the niches in which they were more probable to succeed in, as well as what entering these markets may mean to them in terms of sales, costs, profit and investment required.

→ Capability

She said she needed a way for the **'quick yet robust assessment'** of 'areas of opportunity' which they were considering, clearly identifying the niches they could focus on. She was looking for an **enabling tool, a decision support mechanism** which, the local executive team could use and factor in their actual costs and organizational nuances, enabling them to understand what this 'new market' opportunity meant to them in terms of sales, costs, profit and capital investment required. Furthermore, she ultimately wanted to know how this incremental activity would change their profit and loss statement and balance sheets,

→ We Provided

Our **Market Identification & Valuation (ID&V) offer** / capability.

→ Result

18,000 customers were identified in two of three niche segments, representing forecast sales in excess of \$5,000,000 per annum. The entire ID&V project was completed within six (6) months of commissioning with a total cost which was a fraction of the other options considered and the potential value of the market opportunity.