

Growth and Competitive Strategy

Growth and Competitive Strategy projects help companies find the best path to profitable growth. Our role is to help identify, evaluate and devise strategies to pursue the most attractive growth opportunities.

These efforts rely on our skills in market and competitive analysis, including market segmentation and targeting strategy. We believe it is critical to prioritize and focus resources on the most attractive growth opportunities. The most "attractive" growth markets are not necessarily the largest or fastest growing, but rather the markets where you have the strongest competitive position and differentiators. Within target segments we can drill down in depth to develop a successful growth game plan.

Many companies have growth targets, but no clear path to get there. Some companies have ideas "floating around", but no consensus or momentum around a clear set of priorities. Other companies have new product ideas, but lack good market information needed to evaluate and select the best ideas. Our work can help overcome these gaps and define a clear path to the most profitable growth opportunities.

Our experience includes international markets. Many of our projects have required an understanding of global growth opportunities, and we have worked on a variety of highly successful government sponsored export programs for small and mid-size companies.

Select most attractive target markets based on:

- Size
- Growth potential
- Compelling need
- Margins; cost to serve
- Strength of value proposition, differentiation
- Competitive situation
- Match with strength/ capabilities
- Investment requirements