

Developing strategy

Growth and capability: This involves developing strategies that differentiate you and create profitable growth in your chosen market. This includes identifying answers to the following questions:

- What is your strategic growth ambition in revenue, profits and cash?
- Which markets and which product and service will achieve these ambitions?
- How will you compete in those segments and what are the prioritised strategies?
- What is the strategic agenda that emerges from these strategies?
- What capabilities are required across the value chain to exploit growth potential?

Market entry: We devise and execute market entry strategies including partnerships or joint ventures. We help provide clients with a market overview, broad business outlook and market entry strategy. In addition, we enable regulatory, tax, partner search and location support services with other firm competencies

- What is the growth potential and market size?
- What are the demand drivers and customer expectations?
- How competitors are positioned and what their key strengths and strategic postures are?

Diversification and innovation: These are used to help-diversify clients' businesses into new growth areas through innovative business models. Key questions we help answer are:

- New growth areas / sunrise sectors and the potential including risks / investments involved?
- Core capabilities that should be leveraged / developed to succeed in these areas?
- What are the financial returns on those investments?