



PROBLEM STATEMENT:

To identify the most optimal markets to expand a particular product in, in order to maximise top-line growth.

Client profile

- Financial Services Industry
- Global footprint
- +20M customers

Key Team Roles

- Program Manager
- Business Analyst
- Sales and Service Leads
- Training Specialist
- Marketing Specialist
- Legal and Compliance Leads

Business Impact

- Performed a detailed market assessment of 10 geographies
- Identified 90% of markets assessed could benefit from the digital product offering and would deliver opportunities for revenue growth
- Identified targeted growth opportunities within the existing customer base of 9 countries
- Designed 9x Go To Market strategies to launch the product into new geographies

GEOGRAPHIC EXPANSION

Our client has a digital product that has been scaled and well received in the USA so they are looking to maximise top-line growth by launching this products in other geographies. Our client has footprint across the globe, but they need to complete a market assessment to uncover which geographies would be most inclined to benefit from this specific product.

Approach: As our client already has presence in over 25+ countries we needed to identify which of those markets would be a suitable target for this product. The steps that we took for our market assessment included:

- Understand the wants, needs and behaviour of the USA customers with this digital product offering and the key reasons/benefits for purchasing this product to clearly articulate the product's value proposition
- Select 10 out of the 25 markets that the client already has presence in and perform a detailed assessment on the market and their existing customer base
- For each of the countries complete SWOT analysis, competitor analysis, market research, assessment of legal or compliance requirements in relation to the product offering
- If the market is a good fit for the product offering, complete a detailed analysis on their existing customer base to identify similarities to the cohorts in USA
- If similarities are identified in the customer base the geography is to be classified "most optimal"
- Build sales forecast for each of the countries
- Build business case for the "most optimal" markets including financial projections/benefits
- Work with the respective countries to design a go to market strategy to launch the product

Solution:

- Identified 90% of the markets assessed would benefit from the product offering
- Developed a targeted growth strategy for each country as a result of the detailed customer analysis for their existing customer base
- Completed sales forecasts for each country based on the targeted growth strategy
- Built a comprehensive business case for expanding into the optimal geographies
- Designed a Go To Market strategy for 9 countries to generate additional sales for the digital product

SUITABLE GEOGRAPHIES

90%

OF MARKETS ASSESSED

PRODUCT SALES REVENUE

+\$50M

FORECAST 1ST YEAR

GO TO MARKET STRATEGY

9 plans

TO OPTIMAL MARKETS