

CLIENT OBJECTIVES

A multinational FMCG company looking to penetrate new markets in Eastern Europe wanted to:

- ✓ Evaluate the potential of targeted segments in each country
- ✓ Identify the most attractive opportunities for investment

APPROACH:

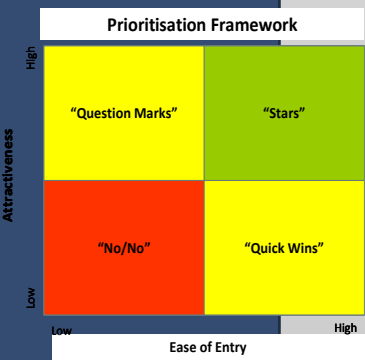
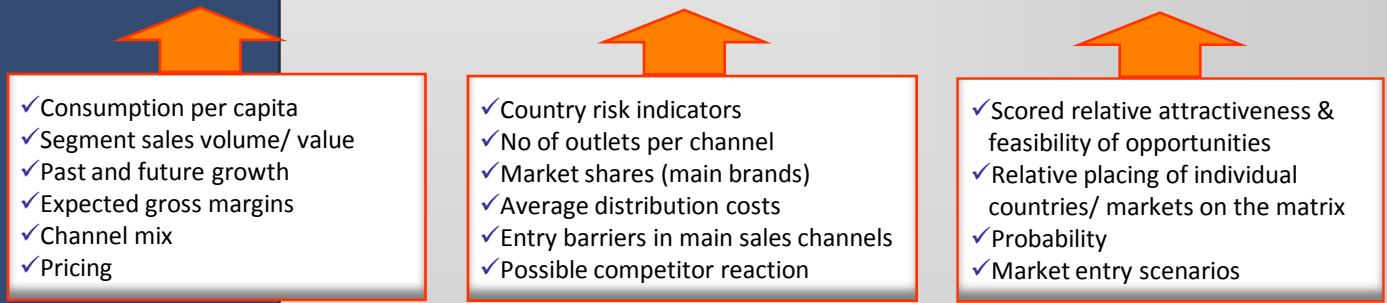
'High-level' screen of targeted market segments in 15 EE countries:

- ✓ Market Attractiveness incl. size, growth potential & consumer spend
- ✓ Ease of Entry incl. competition, white space opportunities & country risks

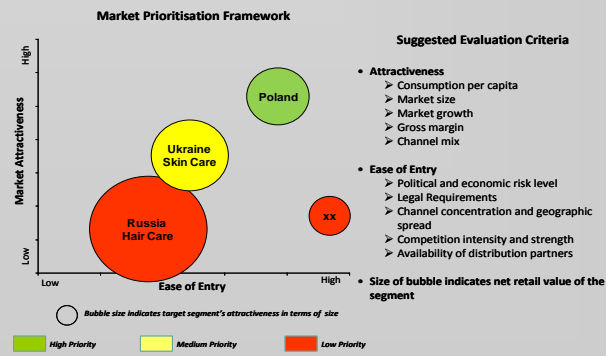
Created a shortlist based on evaluation & prioritisation criteria



EmergentSky provided a comprehensive sector review of each country by synthesizing a broad range of sources incl. numerous reports & databases with on-the-ground interviews with in-market experts, industry analysts, local retailers...



- "Stars"**
 - Markets/Segments that have low risk of failure, with strong financial pay-off
- "Question Marks"**
 - High financial risk but with large potential gains
 - Strategic initiatives, likely to be bring gains on the long-term
- "Quick Wins"**
 - Easy to implement but create only incremental gain
 - Segments are 'not worth the effort' individually, but may consolidate into a larger composite strategy
- "No/No"**
 - Both unattractive and difficult to implement



RESULTS

EmergentSky provided necessary tools, realistic forecasts & deeper understanding of addressable segments across EE ; thus helping to create preliminary growth plans & investment decisions within client organization.

Based on our recommendations, the client decided to integrate 2 EE markets into company's near-term & long-term strategy.

The client's managers immediately engaged **EmergentSky** to build out findings on the 2 selected geographies in the form of a blueprint for market entry strategy

- ✓ 'Where-to-play' roadmap across product categories, channels and pricing tiers
- ✓ Go-to-market scenarios and acquisition options

APPROACH:

Defined winning options in the 2 selected countries

Formulated effective opportunity / customer acquisition strategy

Evaluated potential acquisition targets in each market



TIMELINE:

Project Stage / Timeline	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
Phase 1: Screening and identification of target technology segments / markets	[Progress bar]		[End marker]				
Phase 2: Prioritization of segments / assessment of attractiveness & commercial potential			[Progress bar]		[End marker]		
Phase 3: Validation of concept & model with target customer segments / partner identification					[Progress bar]		



EmergentSky
Consulting Services

The Specialist Emerging Markets
Strategy Consulting Company
helping international corporations

navigate on the ground in developing regions such as Eastern Europe, Russia & CIS, India, China...

EmergentSky is an International Strategic Consulting Services provider with expertise in Emerging Markets.

Founded by Management Consultants experienced in advising FORTUNE100 organizations, **EmergentSky** combines functional knowledge across industries with in-depth understanding of Emerging Market dynamics.

We work with business leaders that wish to:

- ✓ Enter Emerging Markets
- ✓ Expand footprint & improve performance
- ✓ Build in-market resources & capabilities
- ✓ Invest in attractive companies & sectors

EmergentSky works in a cost- and time-efficient manner by complementing client's existing resources when needed

- ✓ Short & long-term engagements
- ✓ Handle complex analysis & short support enquiries
- ✓ On-location & remote support

Our unique research and analytical capabilities supported by our wide pool of industry resources in every Emerging Market

