



EmergentSky
Consulting Services

EmergentSk helps investors gather intelligence in the field using local sources & first-hand business & market knowledge.

We enable identification of the most promising opportunities in Emerging Markets incl. Eastern Europe, Russia & CIS, India, China...

Though developing regions offer excellent growth prospects, investors face many potential hazards as they explore opportunities, investments and acquisitions in Emerging Markets. They often lack local market expertise and experience to quickly and efficiently identify and evaluate investment opportunities in Emerging Markets

EmergentSky works with private investors, PE and VC providing support at all stages of the investment cycle across major industries in Emerging Markets .



Key Issues

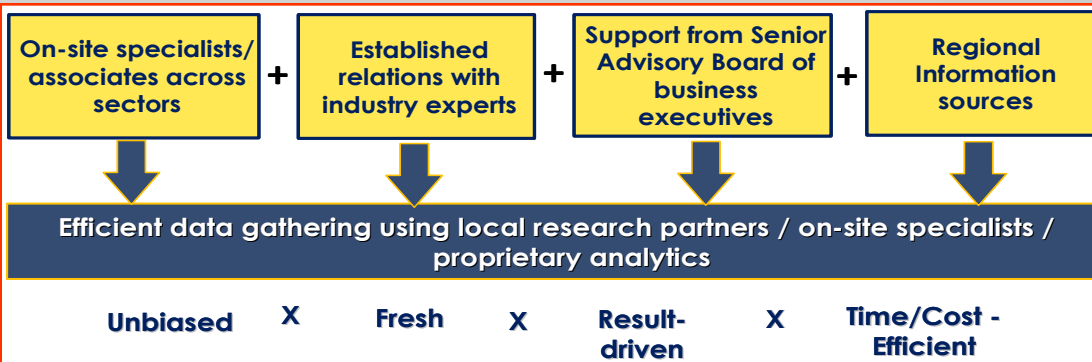
- ✓ Short time-cycles
- ✓ Highly specific insights
- ✓ Needs arise unexpectedly
- ✓ Clear actionable answers

- ✓ Unavailable / unreliable public records
- ✓ Difficulties in assessing credibility & integrity of data
- ✓ Lack of expertise in local market environments internally
- ✓ Time-consuming process of uncovering new opportunities

EmergentSky Solutions

- ✓ Project up and running within 24 hrs
- ✓ Comprehensive network of partners across industries ensures quick turnaround & expert advice
- ✓ Tested analytical frameworks deliver the right data

- ✓ Remote and on the field research experience in Emerging Markets
- ✓ Employ local analysts with appropriate linguistic & cultural credential to gather unbiased data
- ✓ In-country experts provide access to firsthand knowledge / difficult to access info



QUICK-CYCLE ANALYSIS:

EMERGING MARKETS INTELLIGENCE:

CLIENT OBJECTIVES

International personal care industry player was looking to identify potential acquisition targets in CEE to support company's focus on capturing growth opportunities and securing strong position in the Emerging Market value chain.

APPROACH:

EmergentSky identified a list of candidates for potential acquisition in each of the top priority CEE markets based on defined preliminary screening criteria

Evaluated identified local candidates based on market perception & relative performance against key selection criteria;

- ✓ Market, segment, brand and financial performance
- ✓ Company's growth strategy and culture
- ✓ Perception from consumers, retailers, partners and competitor

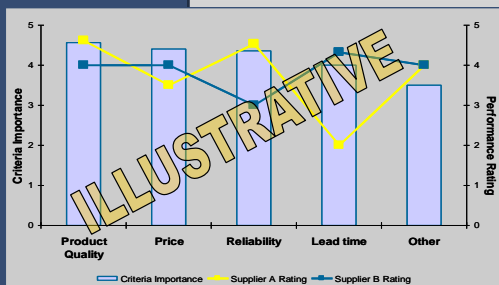
Prioritized potential targets based on subjective rating of strengths & weaknesses, benefits & risks for the client in selecting identified companies.

Full list of Candidates (Country X):

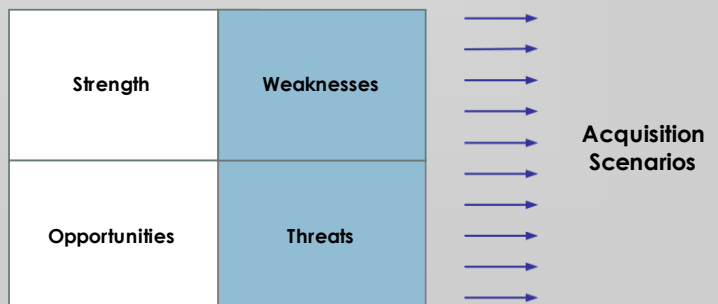
	Company Size	Geog. Coverage	Market Share	Product Portfolio
Company	MEET			
Company				
Company				
Company	MEET			FAIL
Company	MEET		FAIL	
	MEET	FAIL		

Rating performance of potential targets (Country X):

	Resources	Reputation	Tech. Support	Other....
Company A	5	5	5	5
Company B	5	5	3	3
Company C	5	5	3	3
Company D	5	3	3	3
Company E	5	3	3	
xx		3	4	5
xx				



SWOT analysis of targeted company





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

