

CLIENT OBJECTIVES

A well-known western fitness sector brand hoping to build its business in Asia needed to identify and select local partners with resources and capabilities to support growth of client's brand portfolio.

The client engaged **EmergentSky** to understand:

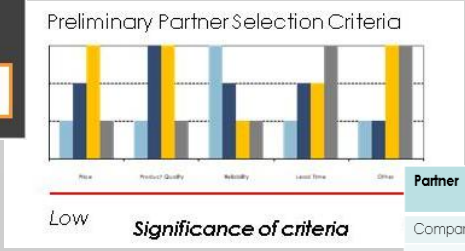
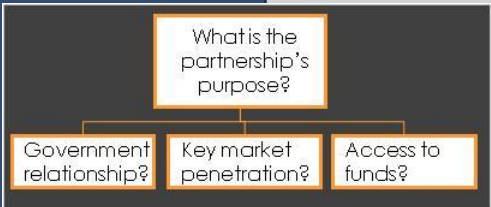
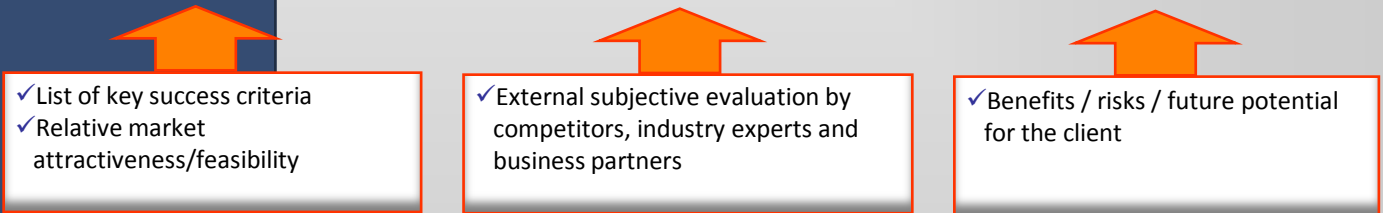
- ✓What elements (resources/capabilities/local experience/investments) are required to win in the key markets of the region?
- ✓Who are the potential partner companies?
- ✓What elements do these company offer? What are the key gaps ?
- ✓How attractive is these company for the client and its growth plans?



APPROACH:

Local partner evaluation & selection combined internal research of available company data and hypothesis, secondary and external primary research

- ✓Internal research: review of assumptions, preferred criteria and partner requirements, and data on target company
- ✓Secondary data: publications, trade press, etc
- ✓Primary research: interviews with in-market experts, gyms owners, fitness equipment providers & distributors, fitness trainers, investors / potential licensees and other business partners / customers of identified local partners



Partner	Tech. Resources	Company Size	Geographic Coverage	Other...
Company	Meet	Meet	Meet	Meet
Company	Meet	Meet	Fail	Meet
Company	Meet	Fail	Meet	Meet



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

