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CASE STUDY: EXPANDING REVENUE OPPORTUNITIES TO SPUR GROWTH

At Valeo, we provide answers to critical questions that support our clients' ambitions to grow revenue by entering new markets. A typical example is provided here in this case study.

Exploration of a New Product/Market

Our client, a large financial services organization, wanted to explore moving into a product area within financial services they had not been involved in before. Their hypothesis was that they could bridge into this new product area, but to do so confidently, quickly, and at minimal cost, they needed to better understand the market landscape. Questions such as the following, needed to be answered:

- What is the market size?
- Who are the current market providers?
 - > What is their market share?
 - > What are their business models?
 - > What are their profit margins?
 - > What are their marketing value propositions?
 - > How are salesforces structured and how are they incentivized?
- Where are the growth opportunities?
- What are the barriers to entering the market?
- Which providers might be open to acquisition?



These, along with a range of other questions, needed to be answered before it could be determined if it made sense for our client to invest the millions of dollars necessary to effectively enter the market.

Valeo as a Strategic Partner

The Valeo team developed a research scope that would serve as an agreed-upon research plan. Our research analysts went to work reaching out to market participants who could provide these insights.

Using our proprietary research and analysis techniques, we analyzed our research findings and determined the answers to our client's questions. The result, within 6 months our client successfully entered the market through acquisition of a key market player. They did so confidently and with a clear game plan as to how to achieve their aggressive objectives. This new opportunity represented nearly \$100M in potential new revenue.

If your ability to create successful business strategies can be strengthened through the use of customized primary intelligence not found in the public domain, Valeo may be able to support your efforts.

We offer global, in-country, local language primary research services that are customized to your needs.

Our analysis of findings and recommendations are fueled by decades of industry experience.

We have deep expertise in industries such as:

- Chemicals
- Consumer Products
- Education
- Healthcare & Life Sciences
- Industrial Distribution
- Information Technology
- Insurance & Financial Services
- Manufacturing
- Telecommunications

Strategic Intelligence from Valeo Strategy Group, is a powerful tool to ensure your investments yield the strongest ROI. Reach out to us to learn more at: info@valeo-strategy.com / 803.417.1110.