



VALEO
STRATEGYGROUP[®]
Critical Insights for Breakthrough Strategies

Discover Why We are the
**#1 Choice for Many of
the Global 2000.**

www.valeo-strategy.com • info@valeo-strategy.com • +01.803.417.1110

CASE STUDY: WARGAMING THE MARKET LEADER

Our client, a large Financial Services firm, was faced with declining revenues and profitability, as were most of their competitors, given current market conditions. However, one competitor, the market leader, was boasting of unprecedented record growth and profitability. Our client wanted to understand, "How"?

We began by interviewing our client's senior executives and several of their first-level reports. Our goals were to understand their hypotheses and the knowledge they needed to create strategic game plans. The most important part of our process was to assemble a research team tailored to the study. At Valeo, our ability to build highly-qualified research teams is one of our chief value propositions.

From these interviews, we created a comprehensive research scope designed to uncover their competitor's strategies. Since our client worked in Financial Services, we included among our team analysts with deep client industry expertise and a decade or more of primary research experience.

One research finding caught our attention. The competitor's extraordinary strategy, and ability, to dominate the industry in attracting, and retaining, the most profitable customers. Their competitor's plan was well underway and they had the capital to support it. This left our client and others in

their industry with a daunting choice: reinvent themselves or continue to lose market share.

Our research revealed extensive detail on the competitor's strategy and chief tactics.

We were also able to uncover how far into their plan they were, what their next steps would be, what obstacles they foresaw, and a good deal more. By somewhat adjusting our research scope throughout the research execution and war-gaming processes, we were able to target the information that mattered most to our client, at that point in time.

We presented a series of analyses to the executives and conducted simulations of

various scenarios. Throughout the strategic planning process, we continued to monitor the competitor's moves. Armed with insight from our research and wargaming, our client's senior executives were able to anticipate and counter their competitor's moves and execute a formidable strategy that would fortify their position in the market.

At Valeo, we provide customized primary market intelligence and strategic guidance to help our clients create successful business strategies. Backed by decades of experience, across dozens of industries, our strategic intelligence services are trusted by senior executives around the globe.

"One competitor, the market leader, was boasting of unprecedented record growth and profitability. Our client wanted to understand, 'How?'"

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.

VALEO
STRATEGY
GROUP
Critical Insights for Breakthrough Strategies