

Case Study

Recalibrating Product Positioning in Japan

WorkOut

Aligning Your Organization for Change

Situation

A Fortune 50 Corporation operating in Japan was severely losing market share to competitors on one of its strategic product lines. In fact, the market leaders dominated the market to the extent that it was even difficult to make sales calls. Given that Japan was a strategic market overall for this company, it was imperative that they relaunch this product and begin to win market share.

Solution

Diligent Innovations developed a WorkOut session for the GM of Japan and the Brand Manager of this product line. Through a very intense session, all the key stakeholders, brand managers, marketing and sales forces would eventually agree on how to fully align their strategies and resources, and the necessary trade offs.

Results: Double-digit Growth

Developing the infrastructure for this product re-launch took the full 90-day implementation period. Once this was accomplished, the teams were able to execute against their long-term plan and pursued short-term tactics to retain share. In fact, they have achieved double digit growth on a small original base. Once they stabilize their processes and achieve some of their key short-term goals, we anticipate another WorkOut to drive them to the next growth platform.

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