

Market Growth Strategy

What is a Market Growth Strategy?

A comprehensive approach to quantifying the financial opportunity space and its evolution in a changing world. It entails:

- Sizing the current market
- Identifying drivers of change
- Assessing competitors
- Defining corporate value
- Driving strategic action for entry and execution

Why Market Growth Strategies Work?

- Customizable
- Extensive industry and open source data integrated
- Reflect evolution in the Value Chain
- Explain changing market dynamics
- Experienced professional consultants
- Provide financial markers and planning goals

The Process

Current Market

Market Size & Makeup
Key Competitors
Competitor Capabilities
Strategic Control Points

Market Drivers

Value Chain Model
Evolving Customer Needs
Market Impact
Market Evolution

Entry & Growth

Future Size & Structure
Entry Points
Growth Opportunities
Measureable results

The Method

Growth presents both quantitative and qualitative challenges. Diligent Innovations addresses these by moving beyond the static numbers of current market sales, to a comprehensive understanding of market dynamics.

Markets change. We assure solid execution and entry for strategic action through a rigorous approach to:

- Understanding the Current Market Situation
- Evaluating the Threats and Opportunities of the Competitive Landscape
- Leveraging Diverse Information Sources for Market Sizing
- Analyzing Challenges to Entry
- Evaluating Alternative Scenarios for Corporate Growth
- Building Strategic Plans and Recommendations

The Application

Our strategies generate the optimal possibilities for long-term, sustainable growth. We bound the opportunity space capable of generating new, profitable revenue streams for organic growth initiatives.

