

Recognize New Revenue Sources



situation



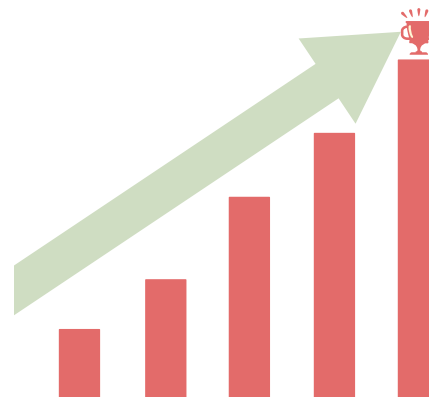
A global life sciences supplier had been experiencing flat or declining growth in revenue in Australia for several years and suspected that it was not seeing all opportunities.

approach



Fuld + Co. charted the client's market share relative to market segment size and growth, based on the client's internal data, secondary research, and interviews with customers, regulators, and competitors.

analysis



Fuld + Co. identified fast-growing markets that aligned with the client's business segments, and recommended targeting customers to switch suppliers in traditional segments.

value



The client defined a market penetration strategy targeting non-traditional customers in high growth markets, and maintained strong revenue from traditional segments despite low growth rates.