

# Identify Growth Opportunities in Emerging Markets



## situation



A global biotech company needed to assess growth opportunities in the Indonesian chemicals market.

## approach



Fuld + Co. conducted targeted interviews and desk research in parallel with a mini-survey to form an accurate estimate of market size and growth.

## analysis



Fuld + Co. compared the client's sales outlook to the Indonesian market, identifying two business units that were expected to grow faster than other segments and the overall market.

## value



The client was able to pursue segments that presented growth opportunities and understood how its current performance measured against market potential.