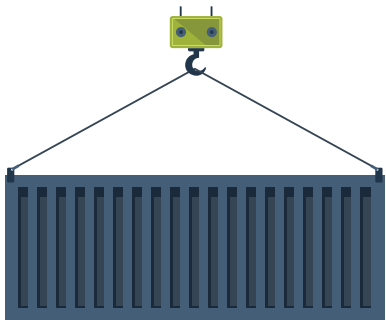


Analyze and Prioritize Growth Opportunities



situation



A provider of specialty storage containers for temperature-sensitive products wanted to gain a deeper understanding of its current business environment in order to guide plans for expansion.

approach



Fuld + Co. constructed an addressable market database using the global manufacturing footprint of 1000+ largest-selling products, broken down by temperature requirement and product type.

analysis



By running detailed analytics across client sales data and the database, Fuld + Co. found that the client covered only 18% of identified products, indicating a wide market for new business opportunities.

value



The client prioritized markets for temperature-sensitive containers and evaluated an expansion into the non-temperature-sensitive space.