

# GROWTH ANALYTICS



## — CHOOSE THE GROWTH STRATEGY THAT MAKES SENSE FOR YOU —

Growth decisions are many-layered: Should we consider growing internationally? If yes, which geographies are most attractive for us to focus on, and why? Or, should we evaluate growth potential in adjacent customer-segments that we have not served so far? If yes, who are those attractive customers and what makes them attractive? Is it safer to focus on deepening our relationships with current customers by understanding them better?

The answers require careful selection and thorough analysis of both internal and external information. Fuld + Company analyzes relevant market information to help our clients improve operations, make strategic decisions, and drive growth.

Whether by expanding into emerging economies, re-focusing efforts in current geographies, selling to brand new customer segments, enriching existing customer understanding, or developing inorganic growth options, our approach always starts with careful definition of the growth problem. To do this, we take a hypotheses based market analysis approach that aligns our team with client-stakeholders.

By understanding internal stakeholders' perspectives and hypotheses, we remain focused in our analysis as we answer questions such as *What information do we need to know to believe X?*

In order to identify viable growth options, objectively evaluate attractiveness of those options, and select the strategy that makes the most sense, we utilize:

- **Market Growth Modeling and Forecasting**
- **Market / Segments Size Modeling**
- **Opportunity Database Development**
- **Sales vs. Opportunity Gap Analysis**
- **Modeling & Planning Database / Dashboard Development**
- **Primary Research: Industry Stakeholder / Customer Discussions**

Through precise understanding of client goals and a balance of quantitative and qualitative research, Fuld + Company helps frame, analyze, evaluate, and short list multiple market growth options. Once you've eliminated the noise, the path forward becomes clear.

*Make an informed decision when choosing a specific growth option. Narrow down the options with in-depth data collection, rigorous analysis, and actionable insights.*