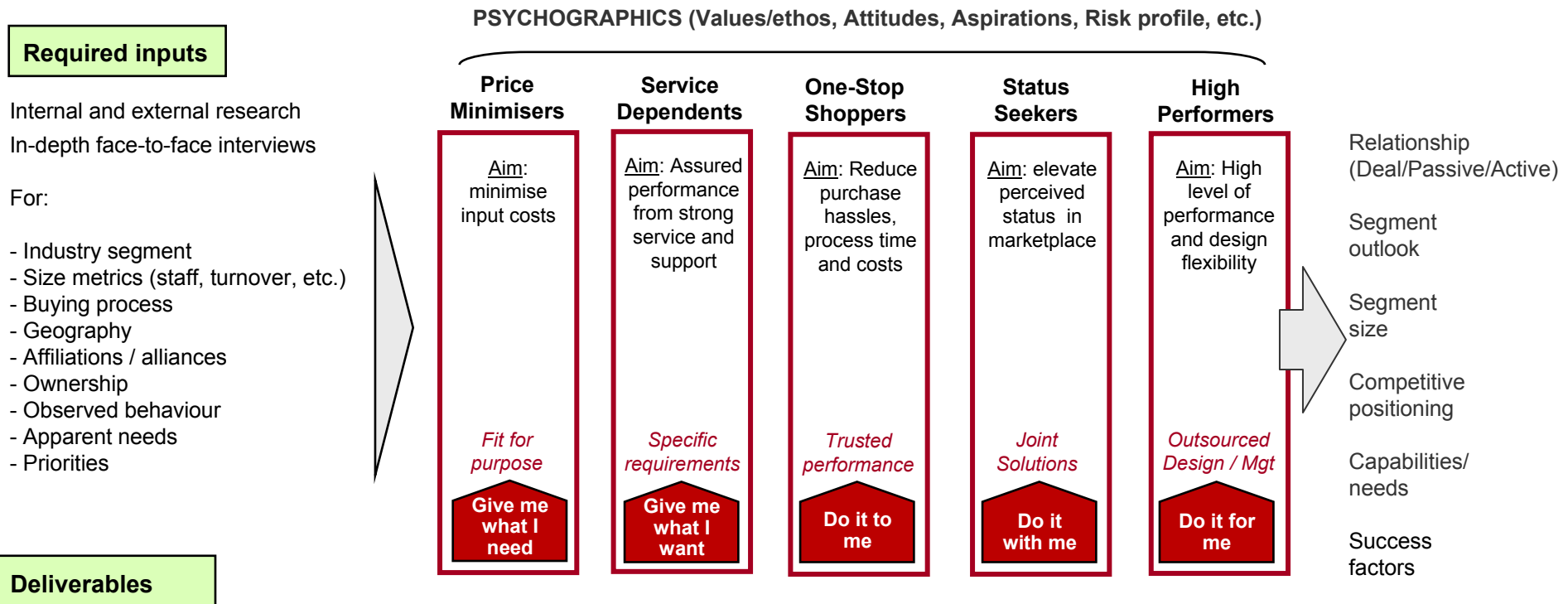


Consulting & Research Solutions

CORPORATE DEMOGRAPHIC SEGMENTATION

Accurate B2B segmentation facilitates focus and the application of critical mass to support the development of strategic and tactical initiatives.



- Clear customer segmentation ► Identify most profitable / promising / emerging industry segments and lead customer prospects
- Create distinctive segment value propositions ► Improve sales and marketing efforts and expand market share
- Deliver value propositions to target segments in most efficient and cost effective way ► Formulating of channel strategy
- Alignment of brand strategy ► Understand most profitable way to deliver the segment strategy
- Positioning of product brands ► Global product brand architecture