

Market Entry and Expansion

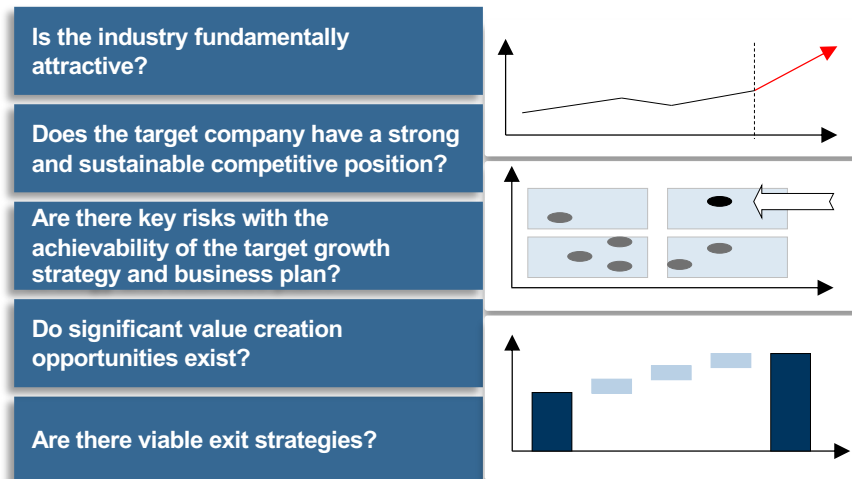
Deep Functional Expertise in Strategy

We use tailored frameworks to identify value accretive opportunities for our clients

Our approach

① Industry analysis	Size, growth, trends, projection, value chain analysis
② Competitive landscape	Differentiators, peer benchmarking, demand-supply
③ Feasibility	Revenue, cost, capital expenditure, working capital
④ Prioritization	Compare on key criterion based on company strategy
⑤ Implementation plan	Activity level plan for effective implementation

Evaluation framework



Methodology



Services – Market Entry And Expansion

Expansion into emerging markets is now an imperative for many businesses. Our clients need a structured approach to properly identify opportunities, formulate implementable strategies and establish a strong market presence.

Strategies to fortify your position in the marketplace and drive growth.

We interpret the evolving market scenario and identify key trends that will shape future needs. By developing innovative business models and footprints in new markets, we create sustainable strategies that drive growth.

Clients rely on A&M to effectively evaluate and implement both organic and inorganic options for expansion or market entry, and to build the critical capabilities needed for creating a formidable position in the marketplace.