



Market Entry Management

Growing your business in new markets

In Partnership with
BRADLEY UNIVERSITY
 Foster College of Business Administration
 Turner Center for Entrepreneurship

“The economic borderlines of our world will not be drawn between countries, but around Economic Domains. Along the twin paths of globalization and decentralization, the economic pieces of the future are being assembled in a new way.”

- John Naisbitt, Author of *Megatrends*

As the current global economic downturn reshapes the world order, many companies are thinking beyond their traditional market boundaries. Exploring and entering new markets poses many strategic challenges. A firm’s success depends on not just discovering the ‘blue ocean’ but also on a ‘deep-dive’ to understand market dynamics, trends, data, customers and market intercepts plus identifying profitable segments for investment and growth.

Explore INDIA : A Market Growing at 6%+

CGN consulting solutions have enabled companies to understand and participate in one of the world’s most exciting and growing consumer market, INDIA. CGN has helped customers to make informed decisions about a complex and diverse market like INDIA. We assess market potential, analyze industry data, simulate trends, map markets, identify customer segments and develop relevant branding strategies. We achieve this by deploying our deep experience and methodologies developed over two decades of consulting with leading Fortune 500 companies.

CGN can help

CGN can help with your market development plan as we have helped others to make the right inferences with research and assessment of threats and opportunities in a new market. Besides bringing the ‘fresh eyes’ perspective on the market opportunity, we also partner with our clients in the execution of their new market strategy through our expertise in Lean Product Development, Lean Operations, Supply Chain, Analytics and Human Capital Management.

- CGN Market Entry Management specializes in **B2C** and **B2B** sectors across **Consumer Goods, Durables, Retail, Education and Healthcare** categories.
- Our services include : **Market Scan, Customer Surveys, Consumer-Market Mapping & Simulation, New Product Planning, Product Portfolio Analysis, New Market Risk Assessment, Consumer Probe, Brand Architecture and Integrated Communications.**

Client Speak

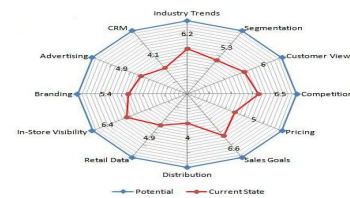
“The strategic directions and thoughts provided by you helped us in the development of Marketing Plan, understanding the Indian market and coordinating Market Research and Brand Communications.”

Managing Director
 Scandinavia’s largest Seasoning Company
 Sweden



Exploring a New Market: Find your MARQ

Developing a new market entry strategy starts with a good understanding of many aspects of that market. We determine your **Market Ready Quotient—MARQ**, based on various areas e.g. **Customer needs, Category drivers, Competitive landscape, Macro-economic factors, Business process and delivery value chain** etc.



Our Methodology



4 © M&M Model © CGN & Associates

CGN methodology has delivered creative and adaptive business solutions that empowers its clients to respond with agility, the ability to innovate and insights to be globally competitive.



- An Integrated Business Consulting Firm
- Expertise areas also include Lean Operations, Supply Chain, Analytics & Human Capital
- Local presence + network in INDIA
- STRATEGIC thinking + EXECUTION focus
- Team of Lean Six Sigma certified consultants
- Global Experience with Fortune 500 companies
- ROI driven and Customized Solutions
- A Modular + Scalable engagement model

What answers can we find for you today? Contact us for a **FREE DISCOVERY*** Session

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