

# Your Guide to Market Intelligence

## NAVIGATING EMERGING MARKETS

### Frequently Asked Questions

Frequently asked questions are similar across different industries when it comes exploring growth and expansion opportunities in emerging markets. Here are some of the most common:



#### WHAT IS THE SIZE OF THE MARKET?

This is usually the first thing clients want to know, but ideally it should be considered in the context of whether or not is also a strategic fit for the business' strategy and resources.

#### IS THE ECONOMY GROWING IN THIS MARKET?

This is of course relevant, but is often considered in a vacuum. Economic growth cannot be considered without exploring other political, social and technological dynamics that could influence an organization's ability to run and operate in this region.



#### DO WE HAVE THE RIGHT PRODUCT FOR THIS MARKETPLACE?

To answer this, we might first test the assumption that we can only bring in a product we already have. To do so we must consider resources and flexibility, competition, demand, maturity of the category, and proximity of the consumer.

## TOP REASONS COMPANIES PARTNER WITH AN OUTSIDE FIRM FOR FIELD INTELLIGENCE IN EMERGING MARKETS

#### Local presence

The company lacks on-the-ground insight via existing business entities or partners.

#### Confidence

More times than not companies lack the in-house expertise to design and execute a rigorous field intelligence initiative.

#### Familiarity

Through experience, consultants can bring perspective and understanding to the economics and dynamics that shape markets in developing nations.

#### Resources

There aren't enough internal people to lead such an engagement or spend time entrenched in those markets to gather specific and substantive insight.

## PATHWAY FOR SUCCESS IN EMERGING MARKETS

1 Market Prioritization

4 Partner/ Acquisition Identification

2 Market Assessment

3 Go-To-Market Strategy

Regardless of where you fall in this process, **Fuld + Company** is prepared to help you develop the **most comprehensive competitive strategy** for entering a new market.

## LEARN MORE ABOUT MARKET INTELLIGENCE TODAY!

By employing a number of sophisticated methodologies that produce a holistic external market view, Fuld + Company helps clients navigate through disruption and create robust and concrete strategies to compete in their dynamic industry environment.

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