

# Growth & Market Entry Strategy

Designing and implementing growth strategies to win in today's market  
KPMG Strategic and Performance Transformation

Businesses are experiencing several triggers requiring them to re-think their growth strategy and explore new market opportunities.



Increased market saturation



Increased market competition



Inability to commercialize innovation



High free cash flow position



Changing demographics and channel dynamics



Evolving customer needs and requirements



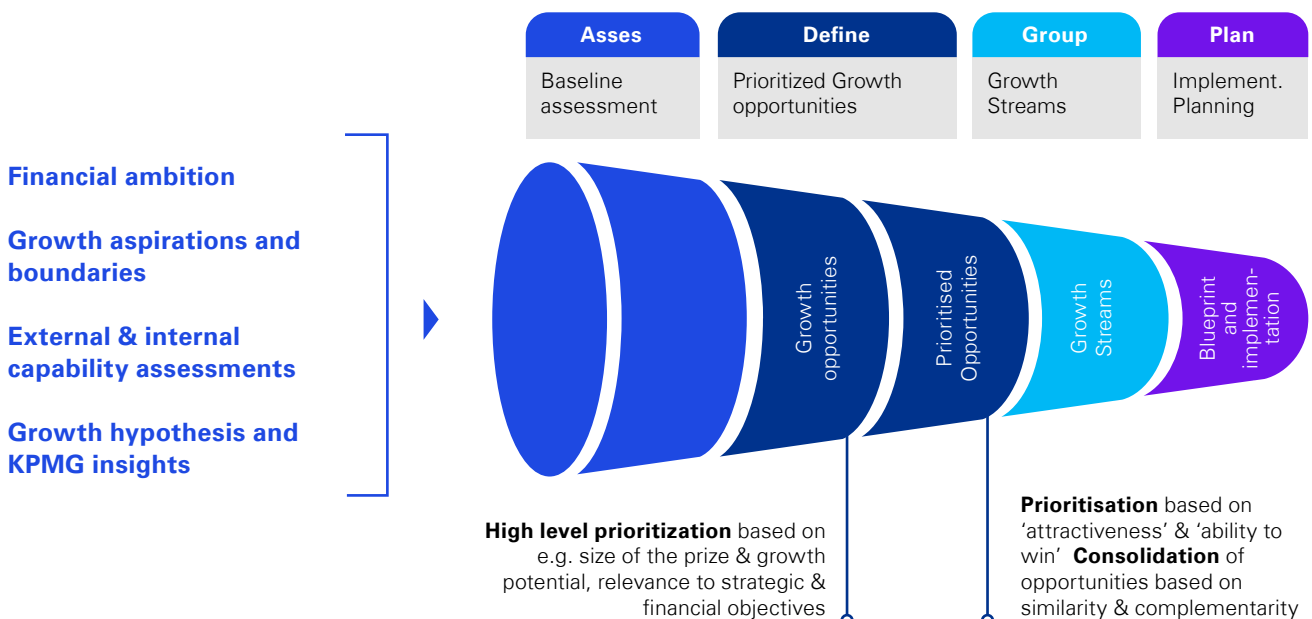
New management team or CEO



Lack of leadership commitment

Our approach will enable you to create an ambitious and implementable strategy to support your growth aspirations and enter new markets

Your growth strategy and the corresponding plan for implementation will be designed by identifying granular growth opportunities and explore new market opportunities. Our 9 levels of value framework will be used as an overarching model to identify opportunities in your financial, business and operating model.



## How KPMG can assist?



### Enables implementation

We develop growth streams and an implementation planning to ensure the CEO and leadership can implement the identified growth opportunities. We assess an organization's readiness to execute prior to determining milestones and implementation timelines.



### Creates momentum

We leverage sector insights, points of view and learnings from past growth projects to ensure a fast start.



### Aligns stakeholders

Throughout the duration of the project, we engage with key stakeholders from the financial, business and operating model to ensure alignment around the growth ambition, growth platforms and key initiatives.



### Focuses on value

We assist leadership in identifying intended and unintended consequences of their choices in maximizing stakeholder value.



### Manage & mitigate risks

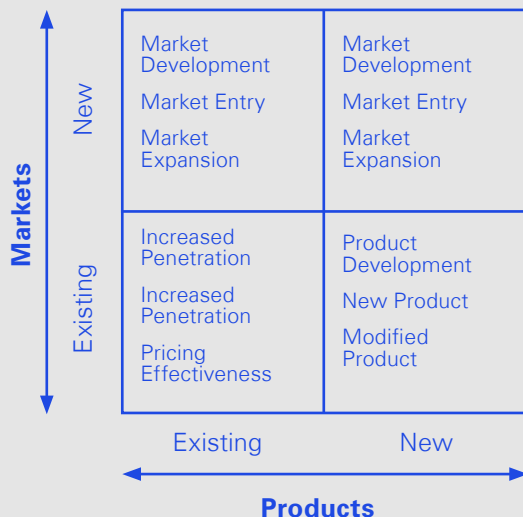
We create scenarios (based on key uncertainties) to evaluate key risks and develop mitigation strategies.

## What's in the box?

We offer extensive knowledge of and experience in growth strategy methods with a specific focus on market entry in different markets and sectors.

Our approach to drive step-change growth and top-quartile performance, addresses issues such as:

- How to access new and unmet revenue and profit?
- How to profitably enter new markets and segments in a short timeframe?
- How to develop and commercialize innovative products in order to grow?
- How to attract new customers and enhance loyalty?



### Our recent experiences

- Insurance company in Financial Services sector with turnover of 10 bln €
- New product offering development in context of EV for an OEM in Industrial Manufacturing sector with turnover of 24 bln €
- Elderly Care company in Life Sciences sector with turnover of 500 mln. €
- Product lifecycle extension for a Life Science company with turnover of 10+ bln €

## Contact



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