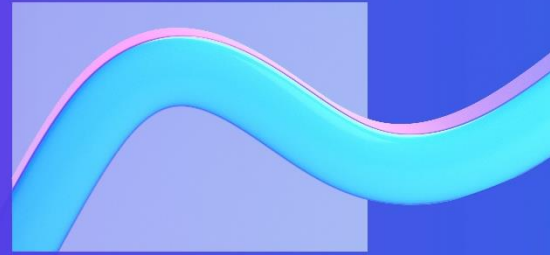




An introduction to Growth Strategy

KPMG in Thailand | Deal Advisory



What is Growth Strategy?

With rapid disruptions in technology, regulatory driven changes, evolving customer needs and sector convergence, companies must develop appropriate and robust growth strategies to stay competitive in their industry. Even though growth is often the most important agenda item for management, some organizations are unable to define, achieve and sustain their growth strategy because they are missing the right framework.

Our growth strategy approach deploys KPMG’s own proprietary framework, the 9 Levers-of-Value (9LoV), which represent the key elements of an organization’s financial, business and operating model that CEOs and executives can utilize when designing and implementing strategy. Coupled with our sector knowledge and market insight, this framework helps our clients to create, protect and deliver value.

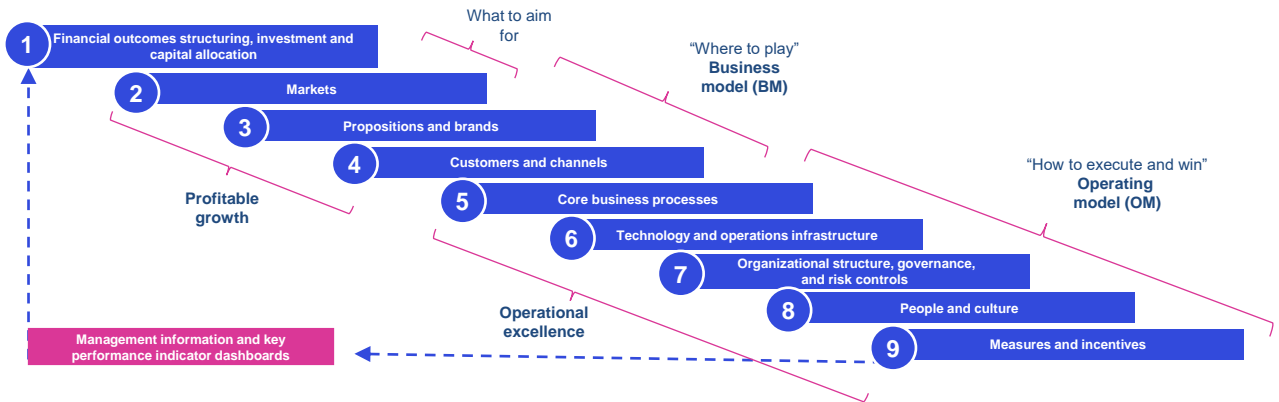
Why is Growth Strategy important?

To stay relevant and thrive in their respective industries, companies need to optimize their strategies to the changing business environment and evolving customer needs. Our Growth Strategy can help you address key business questions, such as:

- How to unlock new revenue and profit potential?
- How to profitably enter new markets and segments?
- How to develop and commercialize new products or services?
- How to leverage digital technology to enhance your business?
- How to attract new customers and enhance loyalty?

The 9 Levers-of-Value Framework

Our approach is based on identifying and implementing a prioritized set of growth platforms that will enable you to achieve your growth ambitions. This distinctive approach, underpinned by the 9 Levers-of-Value, is designed to bring benefits to you by helping generate new ideas and growth hypotheses, and helping you prioritize a shortlist of strategic options tailored to your needs. You will be able to see what deserves a closer look, what to park, and what to discard.



Contact us



Ian Thornhill
Partner
Head of Deal Advisory
ithornhill@kpmg.co.th
Tel: +66 2677 2297



Surayos Chuephanich
Partner
Deal Advisory
surayos@kpmg.co.th
Tel: +66 2677 2752



Matt Crane
Director
Deal Advisory
Value Creation & Turnaround
mcrane1@kpmg.co.th
Tel: +66 2677 2154



Tatdanai Sangchotchaungchai
Associate Director
Deal Advisory
tatdanai@kpmg.co.th
Tel: +662 677-2782



Bhum Pamonmontri
Manager
Deal Advisory
bhume@kpmg.co.th
Tel: +66-2677-2781



Jacob Vichitthanaruk
Manager
Deal Advisory
jacob@kpmg.co.th
Tel: +66-2677-2314



home.kpmg/th

KPMG in Thailand
48th Floor, Empire Tower
1 South Sathorn Road,
Yannawa, Bangkok 10120
T: +662 677 2000

© 2022 KPMG Phoomchai Business Advisory Ltd., a Thai limited liability company and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.