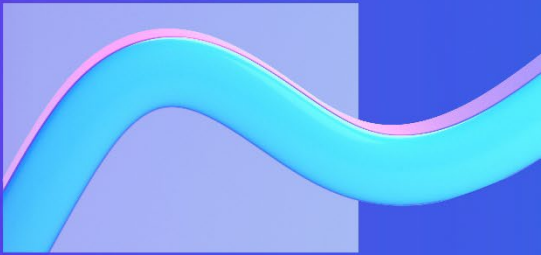


An introduction to Growth Strategy

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.

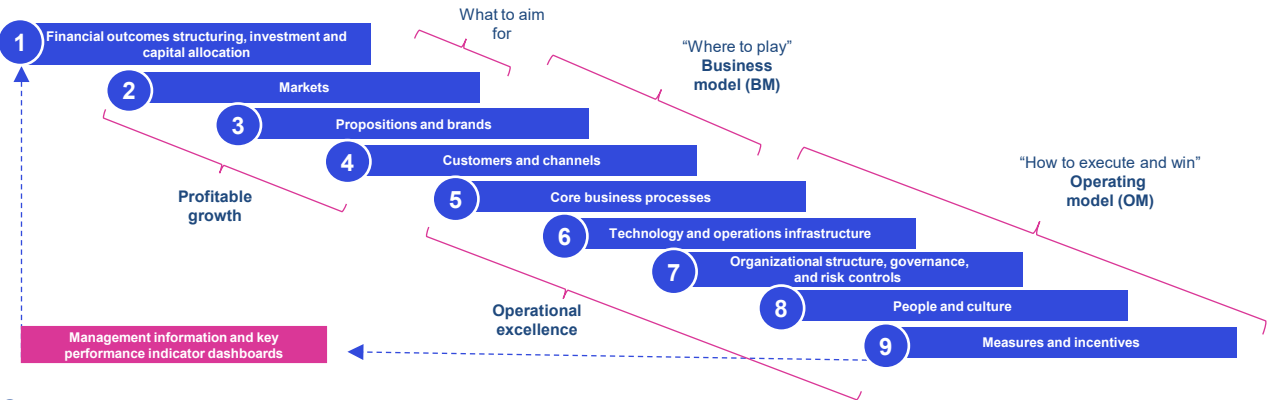
Why is Growth Strategy important?

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 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 prioritize 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.



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