

Strategy Development

Strategy for Market Entry, Growth & Sustenance

Sustainable market strategy is necessary to stay as market leader. Market entry strategies could involve direct exporting, licensing, franchising, partnering, joint ventures, buying a company, piggybacking, etc.

Market entry is a very complex and difficult procedure which consists of numerous stages. We at DHI-QUEST provide a detailed analysis on such stages -

- Strategy analysis
- Gathering necessary data
- Figuring and pointing out key aspects
- Finding partners



Partner identification and evaluation

Partnership may bring access to knowledge, competitive advantage, credibility & image, customer base, long-term stability, shore up perceived weaknesses, etc. fearing failure or a loss of control, leaders delay potentially dynamic partnerships and do not capitalize on an important opportunity.

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Partner identification and evaluation

We at DHI-QUEST, can help you identify the right partners by applying the following steps

1. Clearly define and validate your market
2. Develop partner selection criteria
 - a. What is the potential for impact?
 - b. What would be the impact to your competitive position, brand awareness, market acceleration?
 - c. How quickly could you get traction with this partner in the marketplace?
 - d. Are the two companies compatible?
 - e. Is this company's culture and management team compatible with yours, and do you have compatible core competencies?
- f. Are their goals and strategies consistent with yours?
- g. Is this a good environment for partnering?
- h. Do they have a good reputation with their partners?
- i. Do they demonstrate a commitment to partnering?
- j. What are the risks with this partnership? risks of doing? risks of not doing?
3. Identify and prioritize partner candidates
4. Prepare "partner proposition worksheet"
5. Conduct recruitment call(s)
6. Conduct due diligence
7. Negotiate partnership agreement
8. Develop an alliance plan

M&A Due Diligence

Along with Legal & Financial due diligence, Technical & Commercial due diligence is must in any M&A processes. We at DHI-QUEST, fully explore the target's internal and external environment to identify the risks, opportunities, and future potential related to technology and commercial ability. We cover the following in the reports.

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M&A Due Diligence ...

1. Technology due diligence coverage
 - a. Technology feasibility
 - b. IP due diligence
 - c. Environmental issues & Regulatory compliance
 - d. Benchmark with direct and indirect competing technologies or companies
 - e. Risks & Mitigations
2. Commercial due diligence coverage
 - a. Supply chain
 - b. Market Channels
 - c. Logistics
 - d. Customer concentration
 - e. Market segmentation
 - f. Contractual agreements
 - g. Product sales & Costs

DHI-QUEST is a global research and advisory company providing strategic advice and ongoing intelligence for emerging markets and technologies.

We help our clients across different functions and roles including R&D, product or process development, strategic planning, marketing and sales (commercial), and corporate strategy teams to discover new opportunities and formulate evidence-based strategies. we embrace client confidentiality and data protection polices.

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