

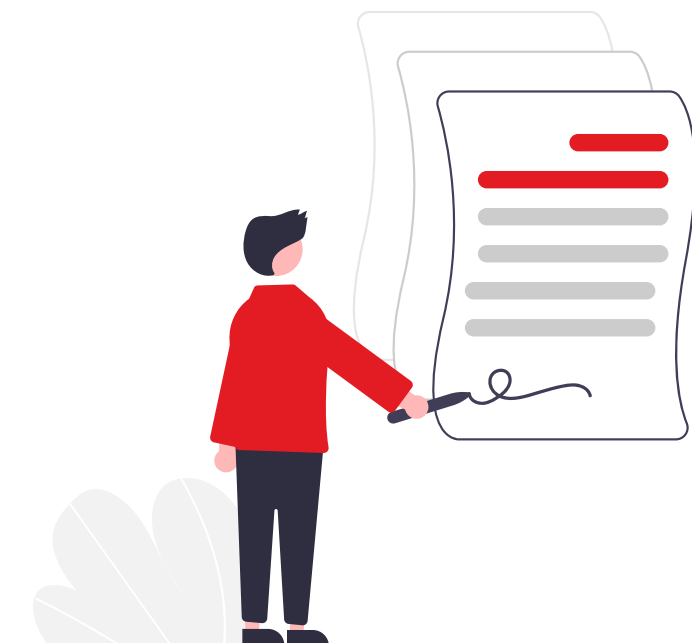
Determining the market positioning of a portfolio company

Business Situation

- Our client wanted to evaluate the industry positioning of a focus company in the consumer sector by validating hypothesis on:
 - The company's ability to defend its unique selling point.
 - Sustainability of the company's competitive advantages.

SGA Support

- Assisted in market assessment and analysis; identified hidden parameters that affect the business indirectly.
- Evaluated the risk of substitute products, current competitive positioning, and the threat of new entrants in the market using tools such as Porter's five forces.
- Created a detailed financial model to forecast the outlook of the company operating in different scenarios.
- Drafted a market and operations strategy that is both profitable and defensible.
- Provided end-to-end design and graphics support to ensure a client- ready presentation.



To know more about our Investment Research Services write to us on investmentresearch@sganalytics.com or contact us on **+1 315 503 4760**