

CIS Case Studies:

Market Opportunity Analysis - Asia Pacific, Food & Beverage

Benefit to Client:

Thorough understanding of opportunities within a specific space in several Asia Pacific countries, in terms of size of opportunity, scale of competition as well as potential market entry strategy and partnerships available.

Client Need:

Our client was looking to expand into specific countries within the Asia Pacific region, and required an in-depth understanding of the opportunities and threats in order to inform a 'go/no go' decision.

Approach:

CIS conducted a thorough analysis of the market including:

- Macroeconomic analysis, trends and forecasts
- Competitive landscape and key competitor profiles
- Key learnings from current incumbents
- Screening and profiling of potential partners

Methodology: Secondary intelligence gathering, telephone-based primary intelligence gathering and country visits, market entry strategy analysis

Solution:

Utilizing the intelligence gathered, CIS was able to make recommendations to the client including:

- Market potential over the next 3-5 years
- Key cities to target
- Areas of intense competition
- Best fit products and services
- Pricing strategy
- Target market
- Key regulatory challenges
- Potential partnerships and supply chain management

For more information about CIS' services please contact us at one of our global offices:

Global HQ: European Office
London, UK
+44 20 8832 7905
europa@cianalysis.com

US HQ: East Coast US Office
New Jersey, US
+1 973-440-6906
us@cianalysis.com

Asia Office
Beijing, China
+86 10 65 62 90 95
asia@cianalysis.com