

Is this your market?

Shape it or someone else will.

It's all about your business strategy. Reach your business targets efficiently and maximize the profit!

On the way to achieving your business strategy, **market development strategy** is one of the most critical milestones in the process. It is crucial to correctly define your strategic journey. We can help you develop the right market development strategy that will strongly support your company's overall strategy. Together, we will also define the best mix of tactics and actions you will carry on in order to deliver your defined strategic objectives. With our help you will get clear answers to the questions:

- **Where are you now?**
- **Where are you going?**
- **What should you be doing to get there?**

Merit Services Int. has the knowledge and tools to help you increase the market share in the existing markets, penetrate new markets and successfully launch new products.

Depending on your wishes, needs and strategic decisions, we can guide you through the following steps.

MARKET DEVELOPMENT STRATEGY

Market Audit

Before making any strategic decisions, it is crucial to understand your market and run a competitor analysis in order to evaluate the opportunities and threats in this external world. The next step is to analyse the company's internal capabilities and evaluate how they fit in the above analysed external environment.

Market and Business Development

Market Segmentation and Segment Prioritization

To be able to fully understand your customers and offer them the right solutions, we will segment your market and define priorities for each segment. Each market segment, with its specific size, value, growth rate, sensitivity to price and entry barriers, will be approached according to these parameters.

Product Positioning

After defining your **positioning strategy** and what attributes of your products and services the customers value highly, we will define your products' **value proposition** and create the right messaging for each segment.

MARKET LAUNCH PLAN

No matter whether you plan to launch a new product or exploit a new market with the existing products – the market launch plan is the process that must be carefully prepared in a highly professional manner before you can go on and execute it. For the execution period, the critical milestones must be defined and strictly controlled. A close and a constant watch of the changes in market intelligence is a must and the fine-tuning of the market launch plan should be planned accordingly.

Based on your needs and together with your management and experts, we will build your **market launch plan**. Here are some of the topics that could be covered:

Market Launch Teams

Building up team, HR resources, involving the existing and new sales channels.

Market Launch Budget

Specific market launch costs, regular marketing & sales costs.

Reference Installations

Early identification of reference installations together with most important customers in key new markets, their set-up and follow-up.

Communication Tools

Internal and external documents, promotional material and presentations, web-based tools, media information, etc.

Product Market Launch

Sales channels training, exhibitions, technical seminars, conferences, introduction to key customers.

Market Intelligence

Customers' experience, competitors' response

Market Launch Improvements and Adjustment

Market reactions follow-up and dynamic adjustments
Closing Market Launch.

Final report from specific markets and segments, handover to sales.

ABOUT Merit Services Int.

We are experts in creating market development strategies for the electric energy business.

Merit Services Int. has top global experts in electrical energy business development. We support our customers in developing strategic marketing plans and efficiently launching product sales in new markets. We are uniquely qualified to support you with our proven experience and approach. The key reasons to engage us include:

- We have a strong background in developing and executing strategic marketing plans in the global electric energy business.
- We specialize in helping you acquire new and retain existing customers in key market segments.
- We are specialised in defining the strategy for opening new, non-offered markets.
- Our team leader is highly effective, customer-focused and results-driven marketing and business development executive, experienced in developing and implementing marketing strategies. He has a proven track record of profitable revenue growth beyond market conditions.
- We deliver exceptional results at a competitive overall cost.



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