

OPPORTUNITY ANALYSIS

Our approach will be to quickly review and synthesize the market information related to potential opportunities and offer strategic options for marketing and growing MDM 150 and In Line LDM & MDM

5C'S ANALYSIS



CUSTOMER-DRIVEN STRATEGY DEVELOPMENT



1.

How will you segment your customers into separate, manageable portfolios?



2.

What is the revenue, profit, or other potential of each customer portfolio?



3.

How do these portfolios perceive your organization, products, and services?



4.

What are each portfolio's primary needs that, if met, can drive more business?

MARKET ANALYSIS

We follow a structured approach to assess the market opportunity and identify where ISS will have the greatest opportunities for successful adoption

