

Entry strategy for a mobile content developer

1. Situation & Challenges

We were invited by a mobile content developer to build a business case for their current width of offerings for the APAC region and USA. The client was facing issues pertaining to the entry strategy required for each of the markets.

2. Our Approach

We sized the market and conducted primary research, including interviews with key industry people, and secondary research, including looking at the best available reports and published articles. We then conducted a tiering exercise for the service offerings and mapped them to customer segments. Finally, we developed the business case and a comprehensive financial model to recommend entry strategies into different markets.

3. Results

The client attracted strategic investors based on the business case & entry strategy and continued negotiations with vendors & operators to establish partnerships across Asia.