

# New business launch strategy for a Fortune 50 technology MNC

## 1. Situation & Challenges

The client was a traditional products-based technology business that was facing commoditisation in its imaging business. Client management had decided to grow their services business to boost revenues, but the many individual initiatives they launched were not aligned with each other.

## 2. Our Approach

We identified digital photography-led services as a potential growth and drafted a business plan and launch roadmap. As part of our analysis, we developed a comprehensive value proposition for the business including consumer value proposition, franchise network plan and model, service offering map segment led and a financial model. We then implemented the model in China through a new infrastructure network, supported by a CRM and analytics platform creating an innovative service offering.

## 3. Results

Following our recommendations, the client established a revenue stream from services and increased reach for its traditional products through innovative channels. Great internal acceptance of our work has led to this initiative being adopted as part of the client's global strategy. The initiative served as a platform to consolidate various internal initiatives under one roof.