

Devised Market-Share Growth Strategy for Fortune 50 Technology Major

• Situation & Challenges

The client faced declining revenue growth. Printer supplies' revenue growth had decreased from 25% to 14% due to continuous decline in client's installed base growth and rapid growth of re-manufactured products. While the client initiated a variety of programs to gain back market share, very little impact was achieved.

• Our Approach

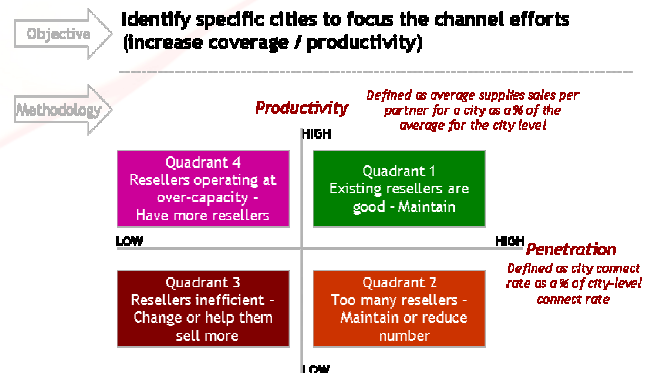
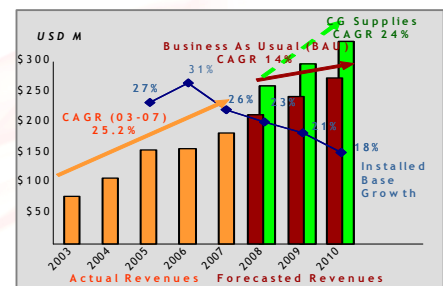
Our consultants estimated market opportunity & potential for printer supplies in China.

We identified key gaps in each of the customer segments, and developed segment-specific strategies for Enterprise, SME and retail customers.

We assessed channel performance at a city-level & devised new channel strategy

We then structured existing programs and developed new initiatives around key customer segments using:

- Incremental revenue, costs and ROI
- Resource needs
- Program Prioritization



We also developed a tracking mechanism to analyze performance data and identify key areas of opportunity for growth in the market.

• Result

Our work helped the client gain clarity on the dynamics of the remanufactures and refills market in China, as well as gain funds from global management team to invest in share growth. Market Share was partially recovered in year 1 of implementation.