BROGGINI CONSULTING
MILANO-MADRID-SAO PAULO

Market Analysis and Business Planning for Industrial Diversification

- **Background**: **a Spanish industrial Group** was looking to incorporate a new business line focused on cash management automation, as part of its diversification strategy

- **Assignment**: BCS performed an detailed analysis of several market segments of the industry and defined the most attractive business opportunities from a product and marketing standpoint
  - Completed an analysis of cash management practices at the point-of-sale in different segments (Retail, Food Service…)
  - Carried out a benchmarking exercise at international level
  - Identified the product requirements by market segment
  - Assessed the perspectives of the market in the medium and long term
  - Recommended the most suitable options to penetrate the Spanish market (distributors, alliances...)
  - Defined the characteristics of the prospect product by segment (functionalities, price...)
  - Developed a Business Plan to assess investments and returns

- **Result**: based on the strategy developed by BCS, the client decided to establish a strategic alliance with an Asian manufacturer to develop and market the product in Spain



