BROGGINI consulting milano-madrid

Sector Analysis and Strategy Recommendations in the Professional Training and e-Learning Sectors

- **Background: élogos**, leader in the Spanish e-Learning industry, wanted to explore different international expansion opportunities

- **Assignment:** BCS completed a study of six potentially attractive markets: France, Germany, United Kingdom, United States, Brazil and Mexico
  - Determined the overall attractiveness of each market
  - Identified those markets where the client could most effectively develop its competitive advantages
  - Defined the most appropriate way to enter the markets (organic, alliance, acquisitions)
  - Screened the most relevant competitors in the countries to determine potential for alliance or acquisition

- **Results:** the client incorporated BCS' recommendations into its strategic plan, prioritizing the most attractive markets and moving into an operational phase in one of them

élogos