

Deloitte.

Emerging markets
Capture the opportunity



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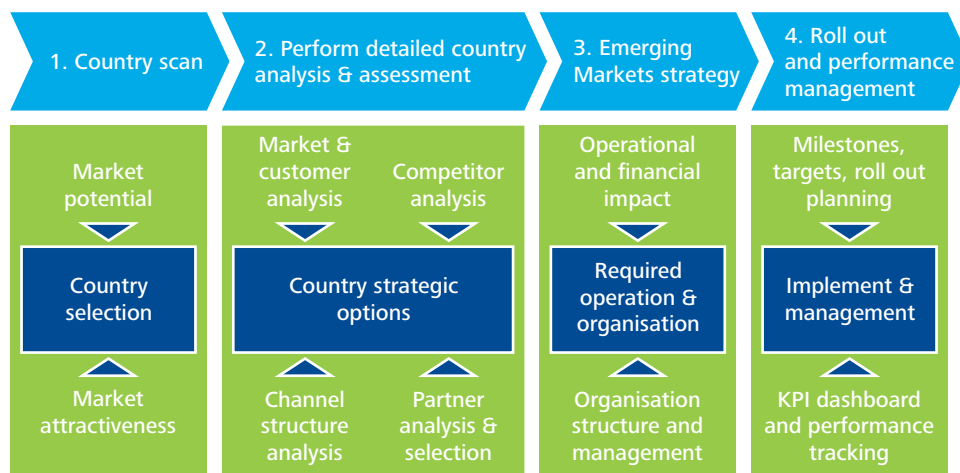


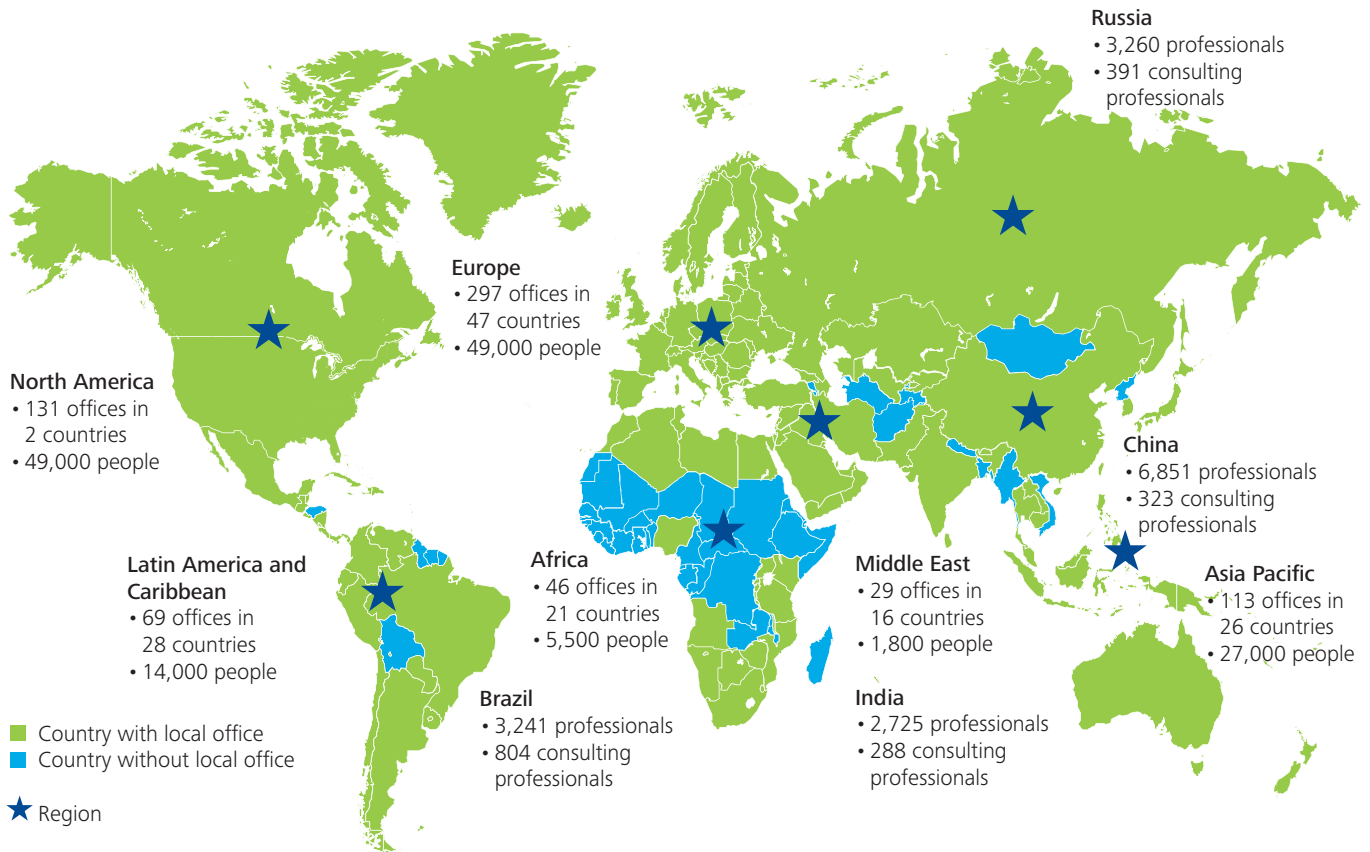
Companies interested in setting up and doing business in emerging markets face multiple challenges

Emerging markets have significantly outperformed developed markets and are now, more than ever, seen as the regions for future growth. But which road to growth is best for your company and how can this be most effectively achieved? The emerging markets challenges are unique per country and for each industry. The ambitions, experience in emerging markets, specific situation per country and types of product or service have a strong influence on the focus areas in defining an effective approach for growth.

Deloitte uses a four staged approach; Country scan, Detailed country analysis & assessment, Strategy and Roll out

Deloitte's four staged approach starts with a country selection process to help narrow the scope of focus countries based on market potential and attractiveness. For a sound emerging markets strategy we build a strong fact base to understand your company's market position and identify strategic focus areas. After evaluation of the fact base and identifying strategic opportunities we define a clear emerging markets strategy and roll out the strategy in the selected country/countries.





Deloitte covers all emerging countries and therefore has access to local insights and expertise

Deloitte has the skills and expertise to help you with your emerging markets challenges. We have strong experience in serving global multinationals and local emerging market leaders. Aside from extensive industry knowledge and an emerging markets strategy approach we have the ability to leverage local expertise from our offices in all emerging markets around the world.

Project highlights

A global **consumer electronics** market leader identified the need to understand their current market position in emerging markets and required support to define the strategic opportunities and optimal channel strategy. Deloitte provided a comprehensive insight per major emerging country (12 in total), a fact based assessment and analysis of the competitive position and market opportunities as well as a structured channel strategy per focus market. The project was concluded with an assessment of key improvement initiatives together with high level financial analysis.

A global **medical device** company active in emerging markets, predominantly focused on the markets in the large cities and at premium hospitals. Deloitte developed a strategy and setup of an appropriate business model to enter the middle class market. The challenge was to understand the unmet needs of the stakeholders to structure a business model to address the needs by not compromising quality of care and meeting the corporate profitability goals.

A global producer of **specialty chemicals** used in cosmetics, body care and specialty food products. Until recently the company operated in the Turkish market via a complex network of local importers and distributors, who failed to capture the considerable growth of the local market. Deloitte was asked to identify business opportunities in Turkey and to define an entry strategy for the client to establish its own local organization. In addition a plan was presented to restructure the local distributor network in order to drive growth in selected market segments.

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