



*Where you are...*      *Where you need to be...*      *How you get there*  
MARKET INTELLIGENCE | COMPETITIVE INSIGHTS | WINNING STRATEGIES



The industrial and B2B market research and strategy firm

# *Dominate Your Markets*

*Whether you need to analyze existing markets or develop strategies to capture emerging opportunities, Geo Strategy Partners can help you determine where you are, where you need to be, and how you get there.*

*Let Geo Strategy Partners provide you the market intelligence and strategic insights to enable you to...*

- Explore new markets
- Discover new opportunities
- Analyze the competitive landscape
- Gather intelligence on your competitors
- Understand your customers' needs
- Position your organization for strategic growth
- Develop winning go-to-market strategies







## About Geo Strategy Partners

*Geo Strategy Partners is a full-service market research and strategy consulting firm founded in 1992. We focus primarily on industrial and business-to-business markets in the areas of market research, competitive intelligence, and strategy. Headquartered in Atlanta, Georgia, approximately half of our projects and clients are international. We provide exceptional value to our clients by deploying only the most senior consultants to conduct high-level interviews, field investigations, and market analysis.*

*Geo Strategy Partners excels at market opportunity studies, competitive analyses, and strategy development. Our client base is made up of leading industrial manufacturers and B2B services firms. Our typical assignments focus on the following types of services for our clients:*

- Market opportunity studies: determining best markets for best products;
- Competitive intelligence: conducting a 360-degree evaluation of competitors;
- Voice of the customer: understanding the articulated and unarticulated needs of customers, lost customers, and potential customers;
- Channel mapping: determining the best path to market including an overall assessment of distribution channels and sales and marketing alternatives;
- Market segmentation: developing a focused strategy for key market segments;
- Strategic positioning: comprehensive alignment between the competitive offering with the market opportunity;
- Brand analysis: assessing brand awareness, measuring dimensions of brand equity, analyzing the brand's strengths and weaknesses against competitive brands;
- Go-to-market strategy: a comprehensive approach encompassing all of the above into a coherent marketing strategy including the cost of entry, points of differentiation, and drivers that create brand preference;
- Mergers, acquisitions, sales, & divestitures: a strategic approach and systematic process for identifying best fit opportunities between organizations and target acquisitions (or buyers) and facilitating the process to ensure the greatest value for our client.

***“You nailed the market opportunity on the last study. I only wish we had hired you before we made the acquisition.”***

*VP - International metal fabrication company*

Geo Strategy Partners is a management consulting firm that focuses on the market research and strategy needs of industrial and B2B clients. We serve our clients by providing a clear understanding of customers needs and wants, insightful analyses of the competitive landscape, and winning strategies to position their organization for sustainable growth. We understand industrial markets and we understand strategy.

Founded by a team of global executives, Geo Strategy Partners has helped clients investigate new market opportunities and develop winning strategies since 1992.

With worldwide market research capabilities, we have the ability to assess where you are, determine where you need to be, and provide you strategies to get there.

We excel at challenging custom research and strategy projects that require access to senior-level executives and creative strategic analysis.



**Research:** *Market Research and Competitive Intelligence*



**Strategy:** *Strategic Positioning and Planning*



**Growth:** *Mergers, Acquisitions, Sales and Divestitures*





*Geo Strategy Partners focuses  
exclusively on industrial and  
business -to-business markets.*

*We are as comfortable in hard hats and  
steel toed boots as we are in board rooms.*



*With field consultants in 20 countries,  
we bring global perspective and local  
market insight to every project.*



*“Thanks for another successful acquisition”  
CEO, multi-discipline engineering firm*

## *How We're Different*

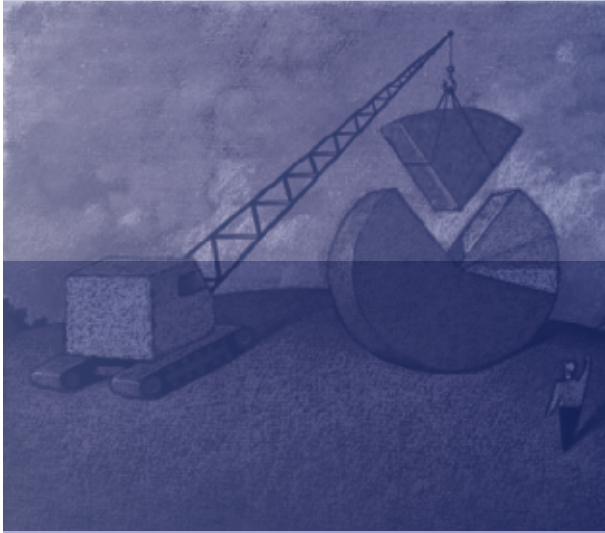
We offer the global reach of large consultancies and the responsiveness and customization of boutique firms.

We understand B2B research differs from consumer research:

- *The methodologies of consumer packaged goods markets often don't apply to industrial sectors;*
- *The universe of customers and competitors is more limited and defined;*
- *Interview targets are highly informed on the subject matter;*
- *Interview targets are professionals who will not engage in trivial surveys but will share knowledge and insight if approached correctly.*

*We excel at accessing and interviewing senior decision makers. We utilize experienced businesspersons to conduct interviews...we are business professionals talking to business professionals.*

*We are both a strategy firm that performs its own research and a research firm that offers strategic insights.*



# *Market Research Services*

*“You hit another one out of the park.”*

*Vice President, Strategic Planning,  
Fortune 500 Company*

**Voice of the Customer**

**Customer Satisfaction**

**Competitive Intelligence**

**Market Opportunity Studies**

**Brand Equity**

**Market Sizing**

**New Product Development**

**Competitive Benchmarking**

**Best Practices**

**Channel Mapping**

**Industry Analysis**

**Market Due Diligence**



*“The most comprehensive and insightful analysis that has ever been conducted on our business.” - President, volume home builder*

## *Market Opportunity Studies*

*If business is war, most executives are equipped to fight the last one, not the next one.*

We conduct market opportunity studies for clients needing strategies to:

**Enter new markets with existing products**

**Introduce new products into existing markets**

**Compete more effectively in existing markets**

**Introduce new products into new markets.**

Our market opportunity studies span the spectrum of the competitive landscape:

**Customer insights**

**Competitive intelligence**

**Channel mapping**

**Market trends**

**Competitive dynamics.**

We go beyond identifying total market opportunity. Through detailed analysis, we filter down to the portion of the market in which our client can realistically compete without significant investment or substantial changes to its business model.

Through competitive analysis and assessment, we reduce the viable market to the portion we expect the client to realistically capture upon implementation of our recommendations.

Result: a high level go-to-market strategy detailing opportunities, risks and recommendations for strategies to compete and win.



# Voice of the Customer

*Want to know what your customers REALLY think about you?*

*The Voice of the Customer carries vital data and insight into unmet needs and profitable opportunities. Geo Strategy Partners is adept at sensitive customer interviews and in accessing senior-level decision makers. Our objective and professional approach*

*provides clarity on your customers' needs, wants, and buying behaviors. We elicit the articulated and unarticulated needs of the customer and deliver actionable data back to you.*

## PREFERRED METHODOLOGIES



## TARGET RESPONDENTS



*“The only profit center is the customer.” Peter Drucker*

## *Customer Satisfaction*

You calibrate equipment, measure pressure, and incessantly monitor quality. But, when was the last time you took your customer's temperature?

We measure customer satisfaction through a variety of methodologies and techniques, but always include reliable and replaceable measurement of:

- **Expectations**
- **Satisfaction**
- **Loyalty**

Our methodologies create benchmarks tied to performance period to provide tools to strengthen current customer relationships and attract new customers.

*Satisfaction drives loyalty; loyalty drives profits.*





## *Competitive Intelligence*

**It's 9:00 a.m.**

**Do you know what your competitors are up to?**

Regardless of industry, company, or geography, there is a battle-ready competitor busy developing a plan to beat you. Acquiring intel on that competitor is hard but Geo Strategy Partners has a proven track record of capturing insight from competitors.

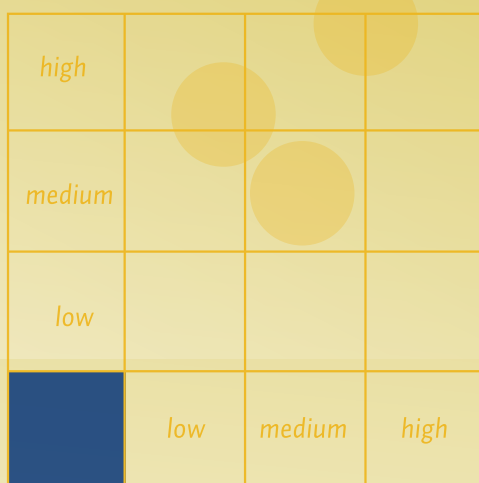
Utilizing the most senior consultants to conduct competitor interviews, we possess the knowledge and skills to get the information you need to shape strategic and tactical decisions.

Competitive intelligence is not espionage, it is about managing your competition.

Geo Strategy Partners is a member of the Society of Competitive Intelligence Professionals and adheres to rigorous ethical and professional standards in the collection of competitive intelligence for better business decisions, research capabilities and analytics.



# Research Capabilities and Analytics



## Qualitative

*Executive face-to-face in-depth interviews*

*Executive telephone in-depth interviews*

*Focus groups*

*Trade show research*

## Quantitative

*CATI interviewing*

*Online surveys*

## Analytics

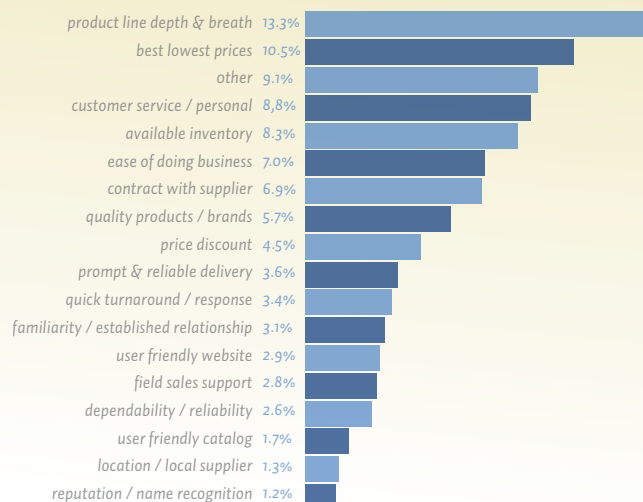
*Perceptual mapping/Correspondence mapping*

*Correlations*

*Conjoint analysis*

*Clustering*

*Customized data processing*





*“When your weapons are dulled, your ardor damped, your strength exhausted and your treasure spent...”*

战争

*it is not time for an executive retreat.  
It is time for a new Strategy.*

*Spatial Strategic Positioning™*

*Strategic Planning*

*Business Plans and Pro Formas*

*Facilitated Executive Decision Making*

*Go-to-Market Strategy*

*Strategy Services*

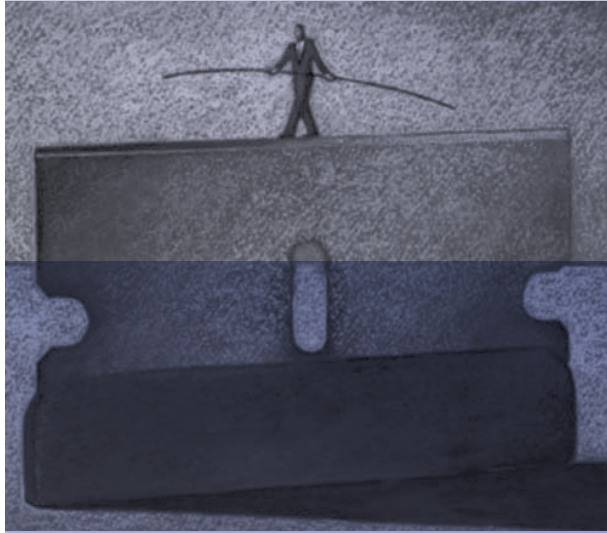
*Shareholder Succession*

*Company Valuation*

*Sensitivity Analysis*

*Strategic Alliance Facilitation*

*Post Merger Acquisition*



## ***Geo Strategy Partners' core competency is strategy and competitive positioning.***

***We arm clients with the weapons to dominate their markets.***

***"You guys go really deep. I'm impressed with the effort you made to understand the nuances of our business model."***

*VP - Global chemical company*

Whether we are conducting field research, facilitating executive decision-making, or helping to execute an acquisition, our services are geared toward ensuring our clients achieve market advantage through intelligent strategic positioning.

We work with executive teams to strategically position their companies to achieve competitive advantage and sustain long-term profitable growth. Our proprietary Spatial Strategic Positioning™ approach is designed to help clients achieve and maintain competitive advantage even in the most dynamic and hyper-competitive market environment. Our methodology combines non-linear strategic positioning with a more traditional strategic planning approach.

Leveraging our proprietary approach, we align the internal forces of enduring core competencies with external sustainable market opportunities. We enable our clients to create maximum value from the correct combination and deployment of their competencies, capabilities, and assets. The result is a strategic positioning platform that is flexible, nimble, and adaptable to changing market realities.

Our approach strengthens the strategic planning process by integrating key market insights and competitive intelligence.





## *Growth Services*

- *Mergers*
- *Acquisitions*
- *Sales*
- *Divestiture*
- *Shareholder succession*
- *Company valuation*
- *Due diligence*
- *Intermediary*
- *Facilitation*
- *Post-merger integration*

Four out of five acquisitions fall short of expectations, and the failure to achieve expected synergies is a leading cause.

That's why Geo Strategy Partners focuses on the strategic fit rather than the deal. We are neither investment bankers or financial intermediaries. We are strategy consultants who understand markets and competition. We know it's not about the deal. It's about achieving a strategic market advantage. Whether representing the buyer or the seller, we analyze the entire competitive landscape, conduct thorough business model analyses, and stay focused on the strategic objectives.

We understand that acquisition is a tactic not a strategy.

Our focus is on making sure you achieve synergistic strategic advantage.

***Are you focused on the deal or the strategy?***



## *Want some specific examples of our capabilities?*

→ *links*

Global aluminum manufacturer needed to assess the market potential and develop a go-to-market strategy for the consumer electronics market. →

Global roller bearing manufacturer need to identify and size the opportunity for spherical roller bearings in the pulp & paper industry in order to make a decision about the investment of resources into this sector and to develop the go-to-market strategy. →

Credit reporting agency wanted to enter the Asian market but didn't know industry scope & scale or players in that arena. Client needed a market entry strategy capable of catapulting the company to market leader. →

Metals coating company with new technology wanted to explore the opportunity for coating knives, saws, and blades in the pulp and paper industry. →

Our client found that projects in the fast growing ethanol market were slowing and asked Geo Strategy Partners to perform a sensitivity analysis for the ethanol and other renewable energy sectors. →



## *Want some specific examples of our capabilities? 2*

→ *links*

This leading industrial lubricants manufacturer wanted to target 5 sectors in which it had very little penetration and develop a go-to-market strategy and sales force segmentation plan. →

American volume homebuilder watched annual sales drop for three years after thirty years of remarkable growth. →

Major residential builder needed help identifying best opportunities for subdivision development across the United States. →

The client witnessed rapid growth in new-construction of special purpose nano-technology in the public sector, but had no visibility of the potential in the private sector. →

This electric membership cooperative wanted to explore the potential of expanding its business model by bundling other services and to explore corresponding new corporate identity branding strategies. →

Global automobile manufacturer was designing the next generation of small and mid-size sedans and mini-SUVs and needed to benchmark to latest consumer trends. →

The client was seeking customer and competitor information in order to improve student retention and to meet enrollment growth objectives →





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WINNING STRATEGIES

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