



# GLOBAL CUSTOMER MAPPING

Sell your products/services in more than 60 countries

## Abstract

Map your customers, distributors, agents, understand local market profitability,  
understand technology gaps

Sell through JV partners, alliances and distributorships across 60 countries spanning  
over Latin America, Americas, Europe, Africa, Middle-east and Asia

# **Global Customer Mapping**

## **To sell in 60 countries and increase export revenue by 200%**

### **Introduction**

ALCOR Mergers and Acquisition, a Chicago headquartered global company introduces Global Customer Mapping with an objective to assist clients to map global customers, distributors, marketing agents, Joint Venture Partners, Strategic Alliance partners. ALCOR understands a company's need to create a global presence to drive growth, identify partnership opportunities & increase profitability. At the heart of this realization, lies 'Global Customer Mapping'— a robust & research-driven model that incorporates due diligence and detailed analysis in a global context. The goal is to increase export sales revenues by 200%.

### **Objective of the Report**

By undertake a comprehensive primary & secondary survey in over 60 markets, 'Global Customer Mapping' identifies key markets, primary customers & distributors, technology & pricing differences and provides strategic market recommendations to launch our client's products/services. Strength in strategic growth understanding and market expertise, ALCOR is committed to your success.

### **Overview of the Market**

Provide a macro-economic view of target markets to better understand economic performance such as output, business cycle, unemployment, inflation, savings & investments.

### **Global Market Size**

Identify size of the market, by value & volume across Europe, Asia, Africa, Middle-East, South East Asia, Latin & North America.

### **Market Dynamics**

- Provide an analysis of market-specific and industry factors such as growth potential, product/service segmentation, competition, supply & demand dynamics and regulation.
- Highlights market drivers, restraints, opportunities, threats and important industry trends
- PESTLE & Porter's Five Forces Model

### **Key Players, Clients & Distributors**

Provide a company overview of major players in the industry, key developments & strategies in the industry and future growth potential:

- Classify & rank competitors, clients and distributors by qualitative & quantitative factors
- Identify niche & emerging market players to better understand the competitive landscape

### **Global Market by Technology**

Determine the quality & level of technology, to calculate the difference in technology between a company's product/service and the local market. This helps clients better determine their competitive advantage in technology to further drive R&D and product/service improvement.

### **Emerging Market Technology**

Understand technology requirements & opportunities for technology transfer, complemented by knowledge transfer & know-how.

### **Profitability Analysis**

- Determine price dynamics across products/services in target markets
- Calculate pricing differences between a company's product/service and the local market product/service thus enabling clients to gauge their competitive pricing advantage and identify pricing points

### **Alternative & Hybrid Markets**

- Identify key markets with export potential to drive expansion outside the US. This includes, finding opportunities for joint ventures, strategic alliances & contract manufacturing/services
- Highlight strategic partners overseas to serve as low-cost manufacturers that foster import opportunities of product/service to North America

## **Conclusion**

With a strong client focus, the report builds on a high-quality research and analytical foundation to deliver a top-down approach and a firm platform for companies to understand their target markets. Key outcomes from the report, include, but are not limited to determining a list of attractive & profitable countries to enter and discovering opportunities for Joint Ventures, Strategic Alliances, Contract Manufacturing/Services. By leveraging ALCOR's intellectual capabilities, market experience & proven methodologies, our clients receive strategic market recommendations, detailed value propositions and a roadmap to successfully launch their products/services.

Global Customer Mapping provides our clients with insights and meaningful information into markets from the comfort of their office. This allows them to focus on running business operations, without wasting time & money conducting site visits, exhibiting products/services to the wrong audience at trade shows or engaging in futile research through public search engines that yield pointless results. Global Customer Mapping serves as a tool for building knowledge & efficient learning and a means to find, gauge & capitalize on business opportunities; giving our clients a significant edge over their competitors.

## **About ALCOR**

ALCOR is a global investment fund & growth advisory firm, specializing in Buyouts, Private Equity Investments, Mergers and Acquisitions, (Strategic Alliance, Joint Ventures, Collaborations, Investments), Corporate Finance & Restructuring. Led by a consortium of Harvard Business School Alumni, ALCOR has more than 100 man-years in the industry in creating value, driving business growth and mitigating risk.

For more information, please visit [www.alcormna.com](http://www.alcormna.com).

For further details

Call on +1 800 507 4489 or email on [info@alcormna.com](mailto:info@alcormna.com) with the following information

Name of company	
Contact name	
Designation	
Email ID	
Contact Phone number.	