

HOW

ShortCut MEA can
support your business?



Trust

Performance

Ownership

HOW

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Market Study



Distributor Shortlist



Business Audit & Assessment



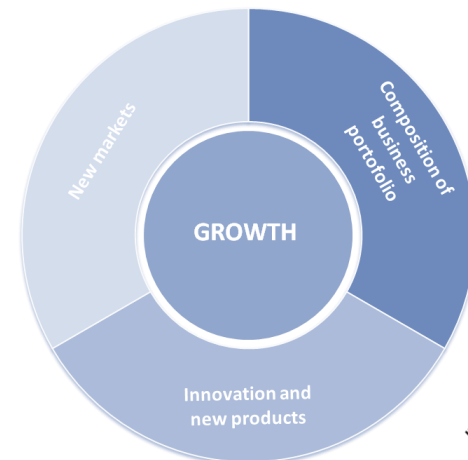
Integrated Solution

Shortcut BizDev division can **evaluate** the potential of your products in new markets, support you in **finding the right partner**, **introduce your products** within new territories and **assess** your business.

We offer a “**bespoke**” **service** to our clients depending on their needs. Those services are broken down in **4 different modules**, each aiming to address specific needs **depending on the development stage of the company**.

By **business development** we mean **generate growth** by building and implementing the **right strategy** to increase your sales, numerical distribution, consumer & brand awareness.

Such achievements can be done through **new markets opening**, **development of the business portfolio composition** and/or **innovation and products launch**.



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Market Study

Studying the market is the primary and most important phase in any business development. We make sure to gather **all the critical information** regarding the different markets where your products might have a potential. This includes but not limited to a **complete market overview** (business outlook, political outlook, countries economics, market size, market segmentation, market universe and segmentation, SWOT analysis), **competition** benchmark (including competitors market shares when available) & price survey, **distribution and rout to market** models, import and documentation **regulations, tax** structure...

We do **not rely only on third party data** for our market studies, **our correspondents in the different territories** we cover are providing us with detailed and in depths **market intelligence**. Our feet's are on the ground to guarantee the most accurate study.

Dealing with **Shortcut MEA** gives also the opportunity to have an **overview of the entire MEA market** and get recommendations on business potential **from professionals who have** previously developed different brands within the region and have **a real business experience**.

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Market Study

Market Overview

This is a general overview of the market situation that includes but not limited to country outlook, demographics, geo-political data, economy, regulations, stability and so on.
We also compare the situation of the selected country against its neighbors in the area and the region.

Marketing Overview & Competition Benchmark

Precise analysis of all marketing related data. This part includes but is not limited to: market size, market segmentation and sub-segmentation, competition market shares, category growth & size, marketing mix study (product, price, promotion, placement), category analysis, consumer behavior, competition benchmark (prices, format, product specification), trade marketing survey, and more...

Market SWOT Analysis

The SWOT analysis (for Strength, Weaknesses, Opportunities & Threats) gives a better understanding of the business model/product/project related pro's and con's & the market related pro's and con's. This is a critical exercise to be made in order to ensure that the model or strategy for the country is clearly defined with the challenges and or opportunities related to it.

Rout To Market Analysis

The Rout to Market analysis will details all the distribution related information. This will give you a precise understanding of how the distribution is structured within the territory. It also includes some comparison with your competitors RTM models while analyzing their advantages and disadvantages.

Go To Market Overview

The Go To Market overview is a larger analysis of how to access to the market. It includes: Rout to Market, Marketing Strategies, Supply Chain and Logistics, Processes & Resources. All of that is benchmarked to the market leaders.

Import, Documentation & Financials

This is the detailed regulations and processes necessary to do business in the country.