

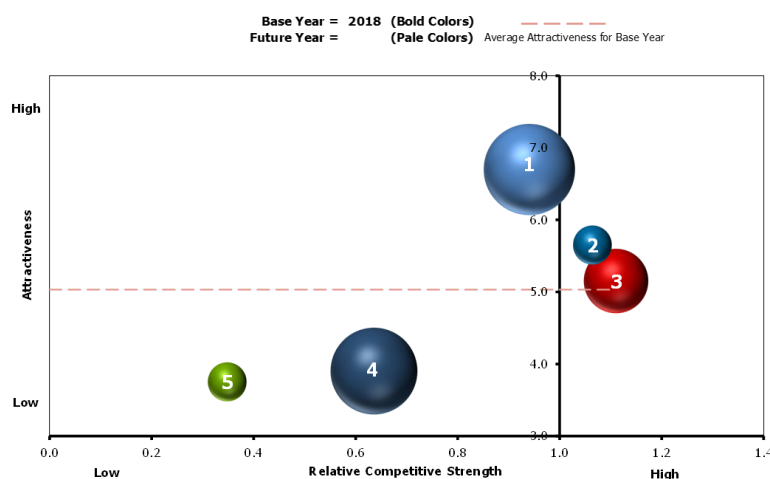
Market Edge Tools & Frameworks

2022

Market Edge analytical tools and frameworks, tailored to client needs

- Ensure consistent application
- Improve communication throughout the organization
- Enable cross business evaluation of opportunities and threats

TOOL Example



Context

- Analysis includes matting and anti-corrosive pigments
- Anti-corrosive pigments size only considers available accessible market (Cr-VI free)

Decisions

Segment 1: Maintain competitive position. Retain and Grow – Leverage opportunities through KAMs

Segment 2: Protect and Nurture (small size). Used as testing accounts for new product development

Segment 3: Increase attractiveness by improving margins (price increase / new product introductions)

Segment 4: Serve selectively (Asia focus) and consider low-cost solution. Split into "Cost Driven" and "High Value"

Segment 5: Handle opportunistically. Decrease commercial team allocations

FRAMEWORK Example

Market/Segment	Segment 1 - Licensees	Strategic Intent	Acquire & Hold
Value Proposition	For licensee start-ups, ACME additives are proven products from the leading technology leader and global supplier of specialty silica for high value film applications, with technical support and guaranteed performance for your plant start ups.		
Offer		Marketing Mix	
Products	Commercial Services	Pricing	Train / coach the salesforce on Value Selling
<ul style="list-style-type: none"> Product A and Product B for Spheripol technologies Product C for Unipol and Novolen Explore opportunities to buy Product C from a low-cost secure source 	<ul style="list-style-type: none"> Direct sales or direct sales contact (if using specified distributor) 	Premium pricing is possible due to guaranteed performance by licensor once warranty period is over; adapt and hold	
Logistics	Technical Services	Channel	
<ul style="list-style-type: none"> Supply contract, mandatory Guaranteed supply volume as forecasted Establish regional / local warehouses 	<ul style="list-style-type: none"> Priority for TCS support (formulation and application testing) Regular technical seminars wit R&D teams in all applicable locations 	Direct or customer channel partner (specified by the customer)	
		Promotion	
		Marketing brochure specifically for licensees; Develop through licensor technical meetings; Proactive license contacts	
		Field Force	Appoint Key Account Managers at strategic accounts (see annex D)
		Current regional sales resources	
		Touchpoints	
		Licensor recommendations, TCS application testing support and availability during start-up, regulatory compliance information	

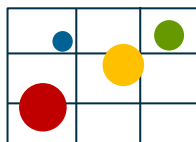
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Market Edge has a broad range of analytical tools and frameworks, and creates tailored versions for our clients, following are selected examples.



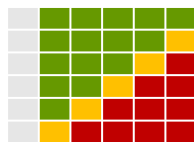
Market Analysis



Directional Policy Matrix



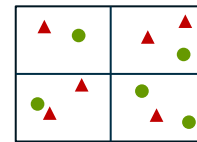
DuPont Decomposition



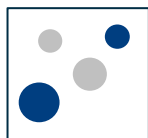
Lifecycle Analysis



Market Map



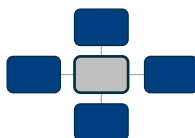
Opportunities & Threats



Performance Map

P	olitical
E	conomic
S	ociological
T	echnological

PEST



Porter's Five Forces



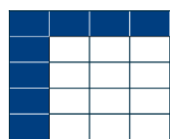
Profit Pools



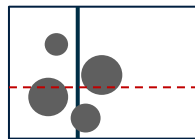
Value Chain



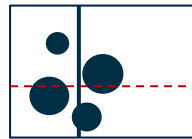
Segmentation & Targeting



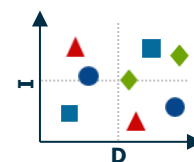
Application Segmentation



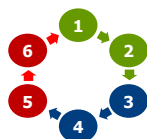
Application Targeting



Customer Segment Targeting



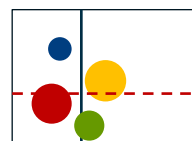
Critical Purchase Criteria



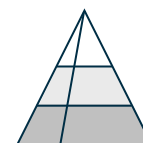
Customer Activity Cycle



Customer Segmentation



Customer Targeting



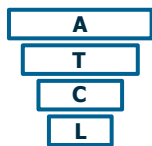
Segmentation

Market Edge Tools & Frameworks

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Positioning & Marketing Mix



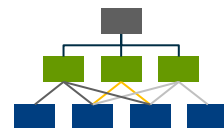
Brand Funnel



Channel Management

	Action	Resource	Timeline	Status
1				●
2				●
3				●
4				●

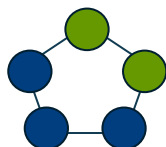
Execution



Influencer Map



Moments of Truth



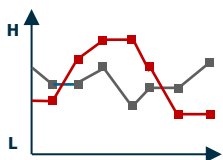
Offer

	YR	YR
E		
M		
C		

Performance

	Revenue	Cost
	Digital	Traditional
P		
C		
H		
D		
C		
Priority		

Touchpoint Analysis



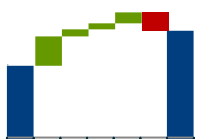
Competitive Assessment



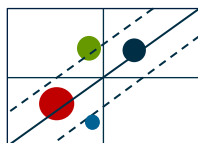
Value Proposition



Pricing



Value Creation



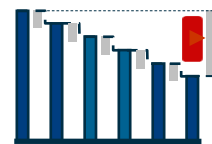
Value Pricing



Price Changes Impact



Price Sensitivity



Transactional Pricing



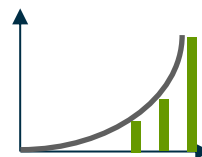
Innovation



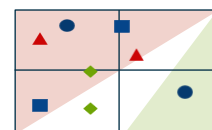
Adoption Chain

	R	U	E	P
Customer Segments	A			
	B			
	C			
	D			

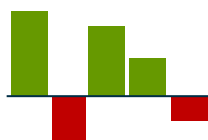
Concept Testing



NPV



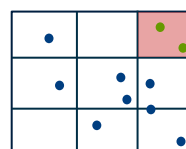
Opportunities for Innovation



Pugh Matrix



QFD



Uncertainty Assessment



Project Portfolio Management

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Tools and Frameworks are distributed as a component of Market Edge Programs. Client tailored suites of Tools and Frameworks are also available for individual or business unit licenses.

