

A&M's India Transaction Advisory Group

Market Entry & Expansion

ALVAREZ & MARSAL



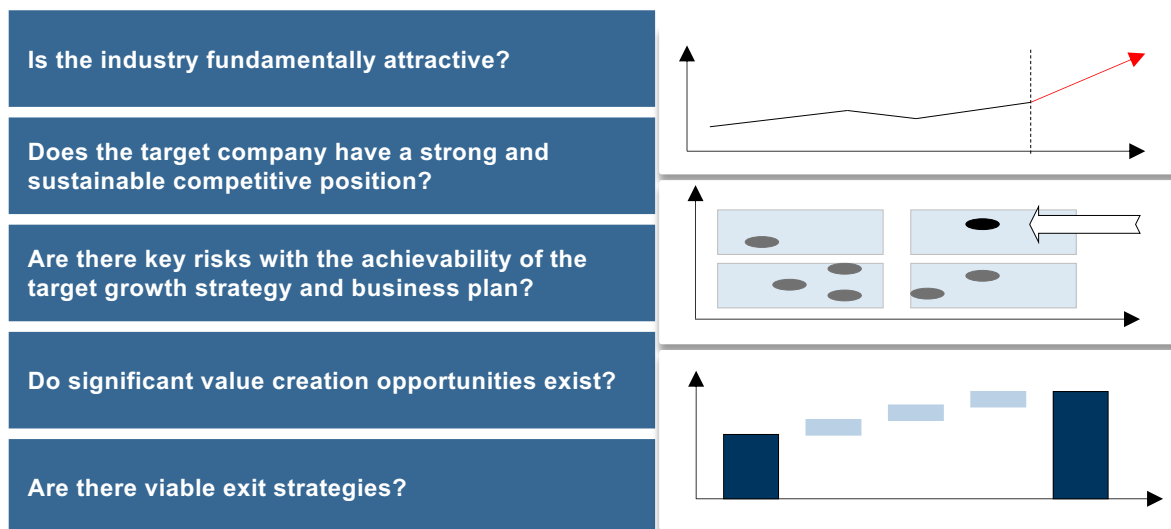
Deep functional expertise in strategy

We use tailored frameworks to identify value accretive opportunities for our clients

Our Approach

Industry analysis	Size, growth, trends, projection, value chain analysis
Competitive landscape	Differentiators, peer benchmarking, demand-supply
Feasibility	Revenue, cost, capital expenditure, working capital
Prioritization	Compare on key criterion based on company strategy
Implementation plan	Activity level plan for effective implementation

A&M Methodology



A&M Approach



Market Entry And Expansion: Services

Expansion into emerging markets is now an imperative for many businesses. Our clients need a structured approach to properly identify opportunities, formulate implementable strategies and establish a strong market presence.

A&M provides the strategies you need to fortify your position in the marketplace and drive growth.

We interpret the evolving market scenario and identify key trends that will shape future needs.




We create sustainable strategies that drive growth.



We develop innovative business models and footprints in new markets



Clients rely on A&M to effectively evaluate and implement both organic and inorganic options for expansion or market entry, and to build the critical capabilities needed for creating a formidable position in the marketplace.

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