CASE STUDY – 10EQS CrowdSolved Go-To-Market Strategy
Global Confection Market Analysis

BACKGROUND

- A global confection company wanted to develop a go-to-market strategy for developing and developed countries, including the US, Canada, China, India, Mexico, and Brazil. The client needed help from 10EQS to understand the competitive landscape in these markets, based on crowdsourced expert perspectives on the market entry and growth strategies that had been successful to date.

10EQS APPROACH

- 10EQS crowdsourced local experts and researchers to understand how competitors currently approach the different markets in terms of product portfolio, promotion & advertising, sales & distribution, and other market-specific capabilities for entry and growth. Crowdsourced experts included:
  - Head of Marketing - Mars Chocolates India
  - Marketing Director, Confectionary and New Business - PepsiCo Foods Mexico
  - Category Marketing Director, Premium Chocolates – Ferrero USA

RESULTS

For each of the geographies in scope, 10EQS produced structured insights that included:

- Competitor Overview
- Product Portfolio
- Distribution Networks
- Plant Networks
- Estimated Profitability

Each of these rolled up into an overall market assessment by geography, recommending an overall strategy and approach, given existing competitive dynamics.

KEY STATS

Project Type: Competitive Analysis, Go-to-Market Strategy

Delivery: 4 weeks

Team: 1 Collaboration Manager, 2 Business Analysts, 40 experts