



STRATEGIC ANALYSIS
GROUP

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Overview

Case Studies

Strategic Analysis Group offers expertise in five practice areas.

Joint Ventures / Acquisitions	New Business Expansion	Predictive Modeling	Product Improvement	Sales Strategy Development
<ul style="list-style-type: none"> • Internal capability assessment • Acquisition target(s) profile and due diligence • Synergy assessment • Benchmarking of similar deals • P&L and NPV projections and analysis on combined entity 	<ul style="list-style-type: none"> • New product synergy assessment • Customer needs analysis • Competitor benchmarking • Market growth potential analysis • Distribution system analysis • Governmental regulation analysis • Launch recommendation • P&L and NPV projections and analysis 	<ul style="list-style-type: none"> • Regression analysis to determine the most accurate predictive model • Correlation analysis to determine which variables best predict success • New initiative evaluation • Current operation evaluation 	<ul style="list-style-type: none"> • Competitor benchmarking • Customer needs analysis • Product performance gap analysis • Vendor offering overview • Internal capability assessment • Product improvement recommendation • P&L and NPV projections and analysis on improved product 	<ul style="list-style-type: none"> • Competitor sales strategy assessment • Customer needs analysis • Internal capability assessment • Internal organizational assessment • Segmented sales strategy • Recruitment strategy • P&L and NPV projections and analysis

Strategic Analysis Group has worked with companies from a number of industries to add value to their businesses.

Partial Client List

The image displays a grid of logos for various client companies. The logos are arranged in several rows and columns. The first row includes Metro (green background with white text and a globe icon), Citigroup (blue text with a red umbrella icon), and Banque Invik (black text with a red heart icon and the tagline 'PRIVATE BANKING THE TRADITIONAL WAY'). The second row features IBM (blue horizontal stripes), Viasat (yellow circle with blue text), TV Shop (gray 'TV' above 'SHOP' in red, blue, yellow, and green boxes), and The Wall Street Journal (black serif text). The third row shows Foreign Property (black text with the tagline 'the gateway to global real estate'), a blue circular logo with a crown, a gold circular logo with 'CS', and a red circular logo with a stylized figure. The fourth row contains Pitney Bowes (blue cross icon and black text), a blue circular logo with a crown, and MTG (black text with 'MODERN TIMES GROUP' below). The fifth row includes everyday.com (white text on a blue rounded rectangle with a smiley face icon), Millicom International Cellular S.A. (red 'MIC' and white text on a blue background), and Tele2 (black text with blue dots). The entire collection is set against a white background within a blue-bordered box.

Client Testimonials

“Strategic Analysis Group has helped us tremendously not only decide whether to go into new markets but how to succeed in them. They do everything from tenaciously researching our potential competitors and customers to building accurate revenue and cost projections. Their analysis gives us everything we need to know on how to thrive in a new market.”

Johan Hansson
CEO, North America
Metro International

“Bill Stergiou at Strategic Analysis Group is smart, curious and driven to achieve results. He identified several new markets for us and really went after them. After doing exhaustive research on how to succeed in these markets, he got everybody who should be thinking about these markets together and worked out a way to make it happen. He is integral to any company with expansion on their minds.”

Matt Goldberg
Integrated Solutions Director
The Wall Street Journal (services)

“Strategic Analysis Group excels at structuring, researching, and analyzing potential expansion opportunities from both a qualitative and quantitative point of view. They have a unique knack for collecting hard to get information and then analyzing it to bring value to your business.”

Adam Irish
Managing Director
Foreign Property Ltd. (clients)

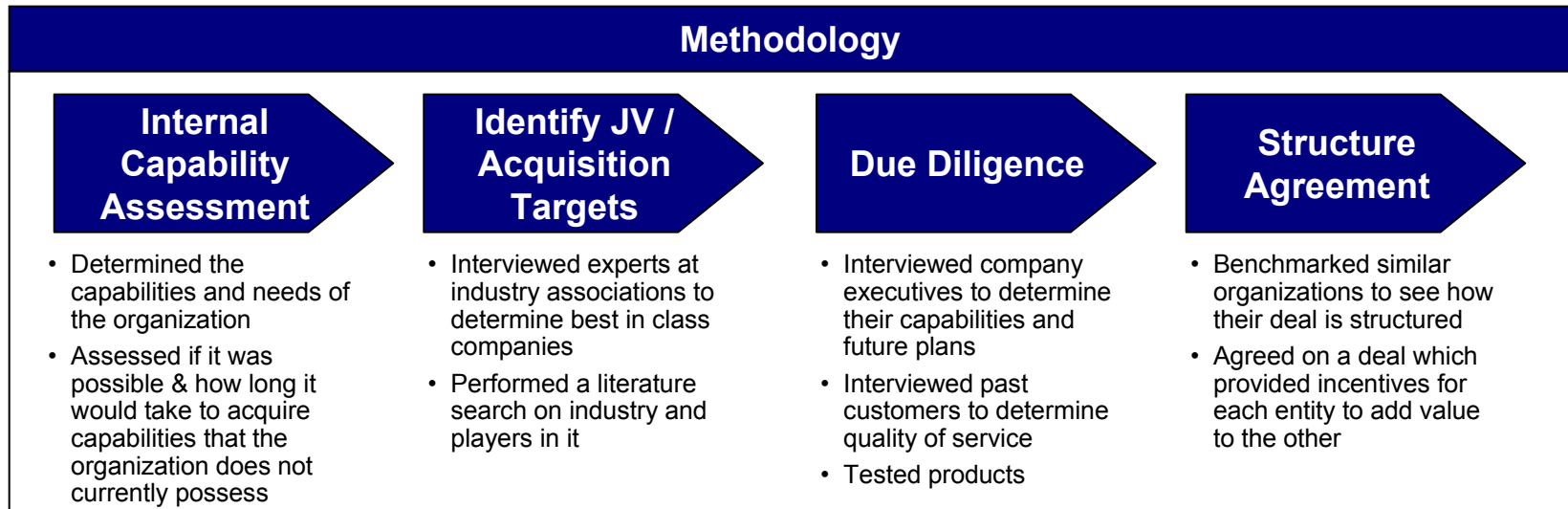
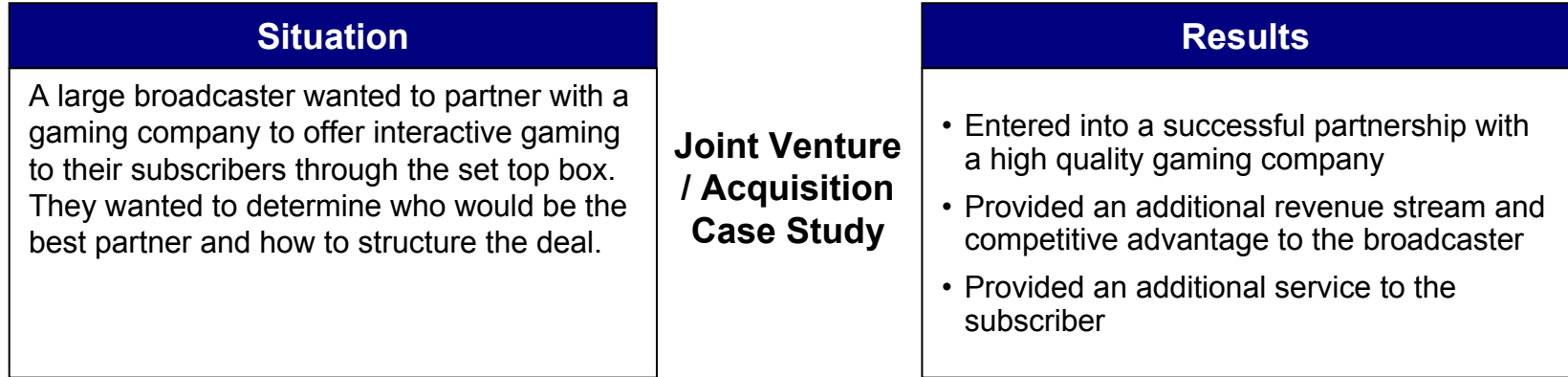
“Strategic Analysis Group shows great energy and out of the box thinking in attacking an opportunity. They have a tremendous ability to gather all available information in a structured format and then work with you to analyze it and design a strategy which will improve your business.”

Dean Higganbotham
Vice President, Business Development
Commercial Insurance Services (case studies)

Overview

Case Studies

Joint Venture / Acquisition projects add value to companies by quickly providing them capabilities they don't currently have.



Geographic expansion projects help companies expand an existing business to a new region.

Situation

In order to help sustain the growth of a major international media company, we were asked to develop a business plan to introduce an existing newspaper into a large media market in which this company had not operated before. As part of this project we were asked to determine if it was worthwhile to enter this new market.

New Business Expansion Case Study (New Geographic Region)

Results

- Newspaper has successfully launched and is exceeding expectations
- Readers have welcomed the newspaper and make it one of the largest in the marketplace
- Advertisers have embraced the newspaper and are including it in their campaigns

Methodology

Media Market Analysis

- Analyzed reader and non-reader demographics & preferences
- Benchmarked competitors' advertising strategies, prices & sales
- Determined who key advertisers are and how to meet their needs

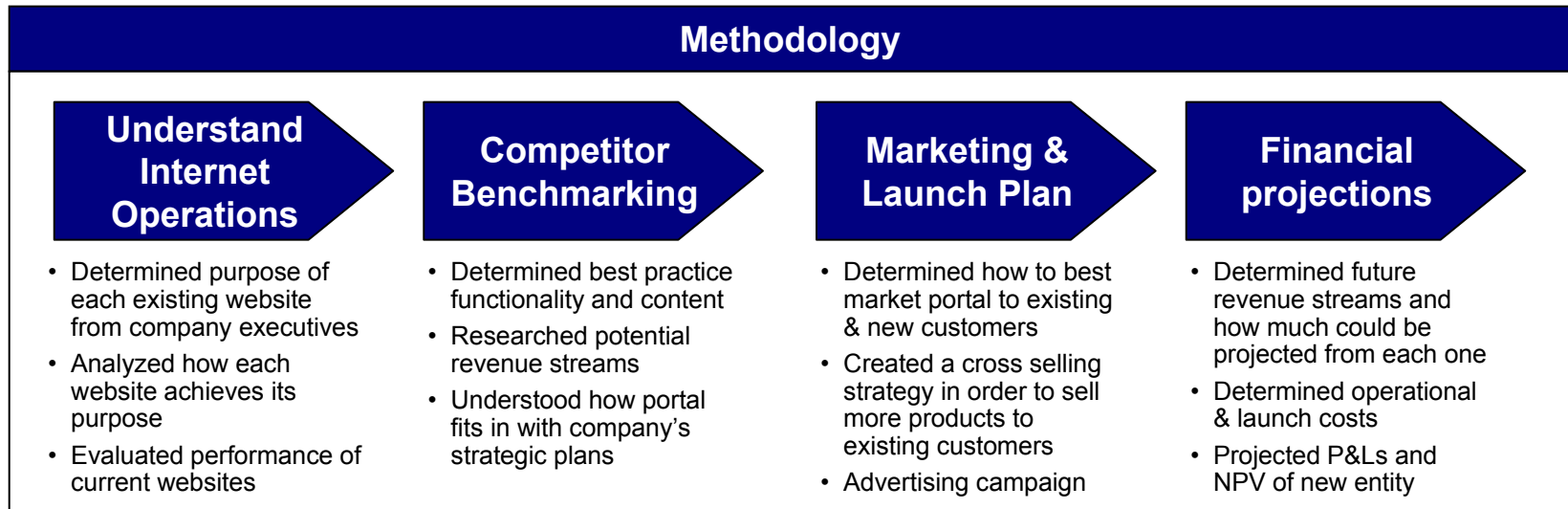
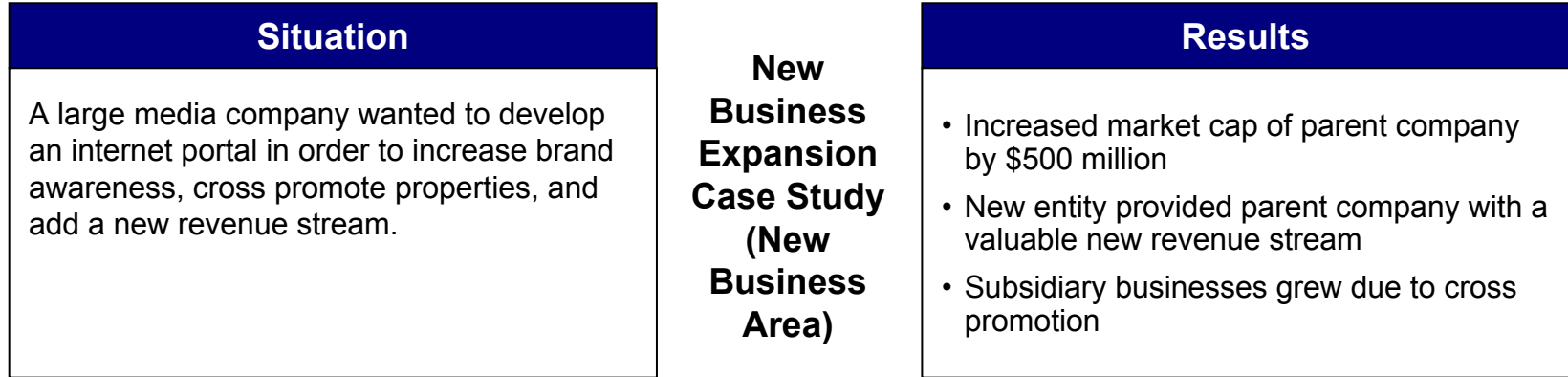
Printing & Distribution Analysis

- Benchmarked competitors' printing & distribution strategies
- Identified key printers and distributors
- Negotiated contracts in order to print & distribute at key locations

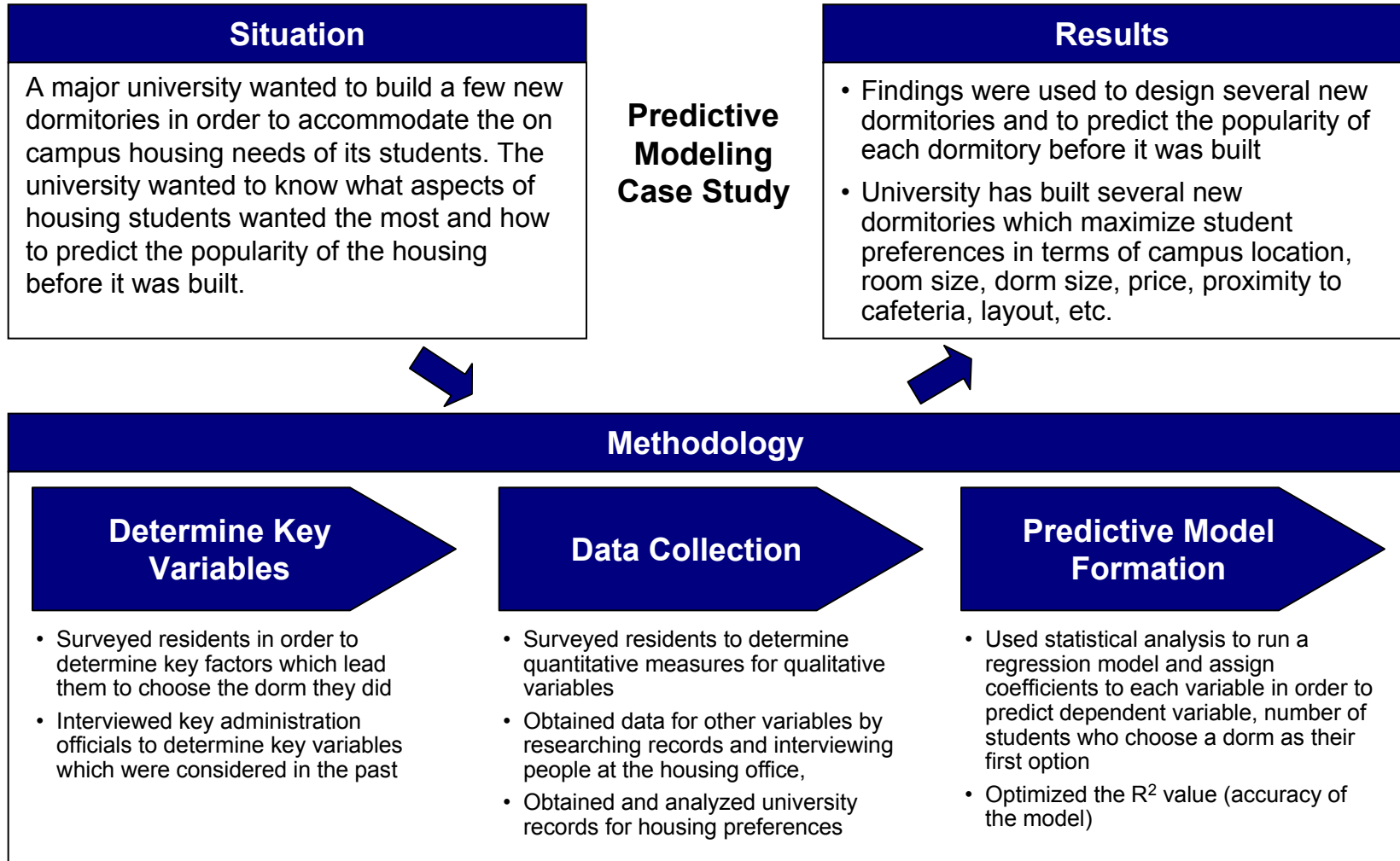
P&L and NPV Projections

- Projected size and growth of all advertising categories based on competitive offerings, expert interviews & past experience
- Projected pre-launch & startup costs for print, distribution sales & marketing and administration
- Determined P&L and NPV projections

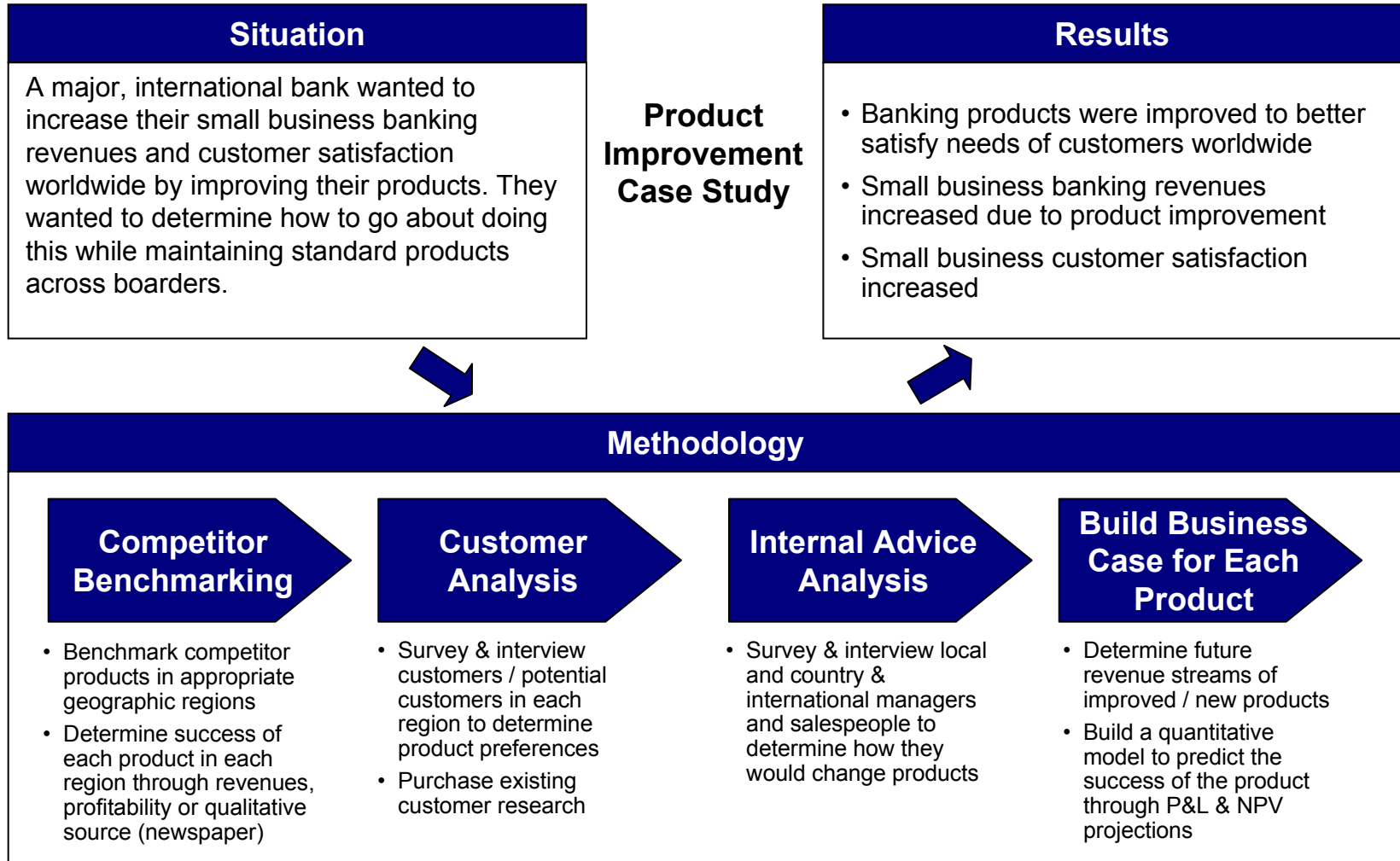
New business expansion projects help companies expand into a new product or service area.



Predictive modeling projects help companies predict the success of a new entity.



Product improvement projects help companies improve their current products.



Sales strategy development projects help companies improve their sales strategies in order to increase revenues.

