

CASE STUDY: CITY-SEGMENT PRIORITIZATION



FrontierView enabled Conglomerate Delta to redirect its resources to the highest-ROI opportunities

CHALLENGE

After establishing a presence across Southeast Asia (SEA), Conglomerate Delta (Delta) wished to expand in the region by identifying untapped pockets of growth opportunity by city and product segment. FrontierView applied its market prioritization methodology to 1., quantify local demand, and 2., to assess Delta's internal capabilities to capture this demand

APPROACH

Varying opinions across Delta's organization about growth opportunities made it difficult to create a clear plan for hitting the company's growth targets. FrontierView's market prioritization approach addressed this challenge:

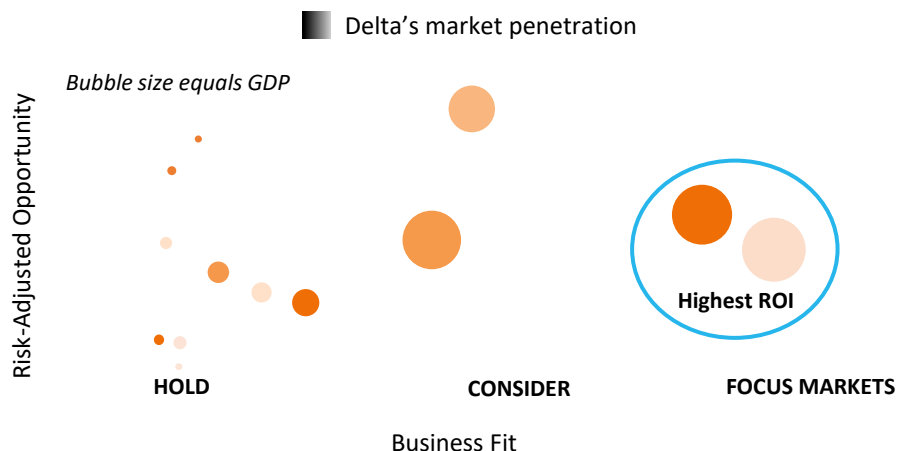
- Developed a SEA overview that defined Delta's opportunity and provided a long-term perspective on the region's growth drivers
- Prioritized all regional city-segment pairs and identified those where demand will be most concentrated over the next five years
- Recommended cities where Delta could truly win by evaluating external market demand against its ability to successfully execute

RESULTS

By diagnosing internal shortcomings under Delta's control, quantifying the size of the opportunity gained from closing these gaps, and providing implementation guidance, FrontierView helped Delta see that the true growth opportunities remained in larger—not novel—markets with under-served demand. As a result, Delta revised its expansion plans to target the right opportunities to achieve its growth targets



Top Cities Aligned with Delta's Strategy



Conglomerate Delta

Industry Multiple

Geography Southeast Asia

Size > US\$ 20 billion

Relationship 3 years