

CASE STUDY: MARKET OPPORTUNITY ASSESSMENT



FrontierView helped Company Alpha develop a thorough go-to-market model for Peru

CHALLENGE

Company Alpha (Alpha) was seeking guidance on the most favorable go-to-market model for its business in Peru given strong growth projections in the market. To make an informed decision, Alpha required an in-depth assessment of the Peruvian medical device landscape, including analysis of key players, customer trends, and government regulations

APPROACH

FrontierView conducted an assessment of Peru's macroeconomic landscape and operating environment through a mix of qualitative and quantitative data collection and analysis. FrontierView employed a three-phased approach for Alpha:

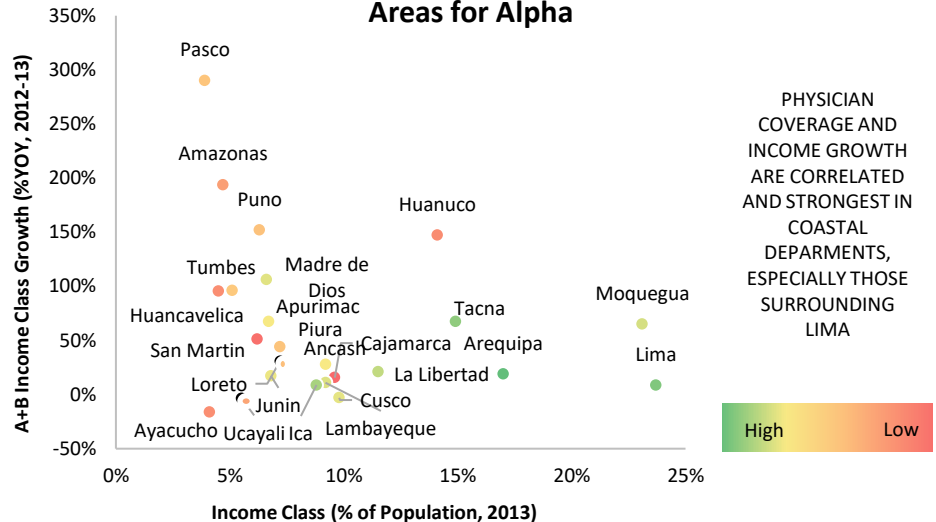
- Leveraged FrontierView's dedicated Latin America research team, expert network, and proprietary FrontierView™ database to understand the Peruvian economy and identify areas of opportunity for Alpha
- Gathered information from secondary sources and in-depth interviews with local industry stakeholders about the regulatory and competitive environment
- Synthesized insights from all sources to develop recommended go-to-market strategy

RESULTS

FrontierView provided Alpha with clear recommendations on the optimal go-to-market strategy and in-depth estimation of the opportunity for Alpha's main segments in Peru. Alpha was able to make a clear business case for changing its route to market in Peru, setting it up to gain a first-mover advantage over its competitors in one of Latin America's fastest-growing markets



FrontierView Prioritized Regions of Peru to Identify High Potential Areas for Alpha



Company Alpha

Industry Healthcare

Geography Latin America

Size US\$ 4 billion

Relationship 3 years