

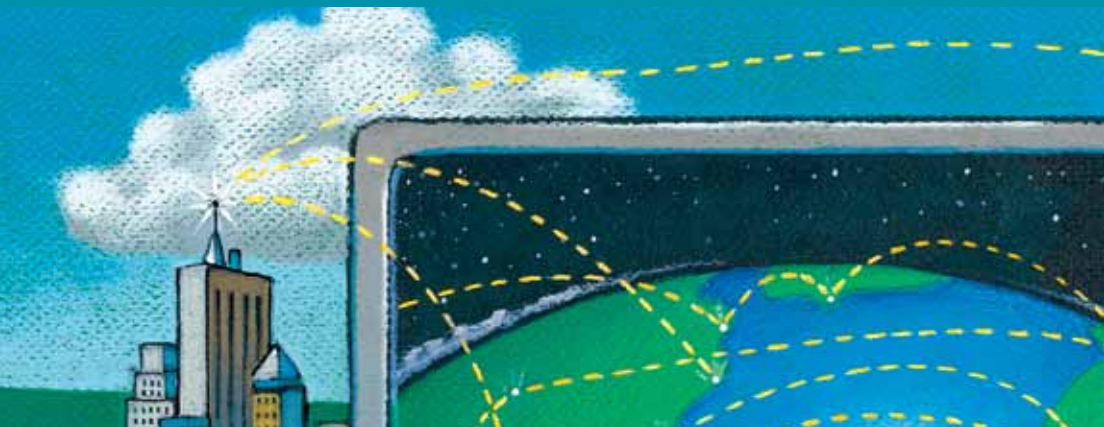


# Global Emerging Markets Strategy



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If you want to grow your business—launching in new markets or expanding in those where you currently operate—CGN can make it happen. We take the guesswork out of new markets because they're not new to us. Our local teams know their markets and use that knowledge to create a strategy for your successful growth—and then work with you to execute it quickly and effectively. We also use our broad industry knowledge to discover new opportunities to expand your existing business.



you want to *succeed* in  
new markets.  
*we make it happen.*

**We create a growth strategy to enable your success—  
and execute it quickly and efficiently.**

**You're expanding, but slowly.**

We provide the strategic inputs, develop an operation plan, build a framework for execution and accelerate your growth in the markets.

**You're making a large investment.**

We help you analyze it, manage risks and quickly deliver the desired returns.

**You need to build an effective supply ecosystem.**

We enable you to build and ramp up your supply chain, and optimize your distribution and logistics network.

**You don't have the pulse of the consumer.**

We do the research, understand the market dynamics, and build a consumer-focused strategy.

**You can't see all the risks.**

We can. We know the barriers to your success—and how to overcome them.

**You want to grow in a new market.**

We have experts with local knowledge on site in the United States, Europe, India, and China.

**You're looking for new possibilities.**

We help you discover opportunities—like new customer segments, new product options or extensions of your existing line.

## our services

We have decades of experience in the heavy equipment, automotive and retail industries, with a deep understanding of market trends and their impact on growth. We have offices in the United States, Europe, China and India. We live and work in these markets and know how to get things done. We have done the research, studied best practices, and analyzed the competitive environment and supply side.

Our services include:

- New market analysis and growth strategy formulation
- Manufacturing footprint and network optimization
- In-depth financial analysis and market research
- Supplier development and supply chain management

## why choose cgn?

There are plenty of companies willing to offer you advice on how to grow your business. There are some that even have offices and resources in the countries where you want to expand. But none of them are quite like CGN. We combine a global view with local expertise—building you a strategy that will successfully launch your business in a new market or country and providing the hands-on, practical knowledge of how to put that strategy to work locally.

We take a non-traditional approach to consulting. We find ways to improve the performance of your business—both operationally and financially—and work with your team to quickly turn those improvements into profit. We listen, understand your opportunities and risks, identify the solution—then execute.

## our recipe for your success

We recognize that no two companies are the same. Your strengths, your challenges, your people and your processes aren't like anyone else's. We also recognize that the right solution for you is likely to involve a combination of some, or all, of our practice areas. So we take an integrated and holistic approach, creating adaptive business models that enable your organization to continually respond, innovate and lead.

We don't follow a cookie-cutter approach to consulting. We take apart your situation, study it, and consider all the different elements that affect it. We look at market segmentation, analyze the competition, study your distribution and supply chain, evaluate your operating strategies and look at your financial situation. We identify changes that will have the greatest impact, then customize a solution that implements these changes. The result is faster transformation that delivers superior financial performance.

# our additional focus areas

## Global Supply Chain & Operations

We can turn your supply chain into one of your biggest assets. Our experienced practitioners look at your supply chain from end to end—understanding your costs, identifying savings opportunities and developing a strategy to improve your overall efficiency. We help you develop an agile, responsive and flexible supply chain to manage the volatility in global demand and supply.

## Global Supplier Collaboration & Procurements

Superior supplier partnerships can help you improve quality and efficiency throughout your entire supply chain—increasing cash flow and productivity. We offer sourcing strategy and relationship support through our signature processes and tools, aiding you in supplier rationalization, cost modeling, product lifecycle cost management, supplier performance management, quality assurance and improvement.

## Organizational Transformation

CGN will transform your business—identifying needs to restructure, reposition and resize, developing the path, and executing with your team. We help you align strategic and organizational design, engage talent and build strong cultures, accelerate change and deliver breakthrough performance.

## Business Technology Integration

CGN bridges the gap between business and technology—aligning the two to ensure IT facilitates the successful implementation of your business strategy. We provide advisory, implementation and support services, including process and technology definition, governance support, systems integration and business intelligence.



## about cgn

**CGN is a global management consulting firm with offices in the United States, Europe, China and India.**

We make it possible for companies around the world to transform their organizations, improve their performance and become more profitable. We see the big picture, identify and solve core problems, discover new opportunities and implement the game-changing strategies that will deliver sustainable results. We use our niche experience and broad knowledge to solve complex problems in all areas of your business. We become a part of our clients' teams—supplying the strategy, expertise and resources needed to implement high-velocity, breakthrough solutions.

*finding new answers in business.*

**CGN & Associates, Inc.**

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