

An overhead view of three business professionals (two men and one woman) in business attire, leaning over a large table. They are working on architectural or design plans. The table is covered with various items: a color calibration chart, a smartphone displaying a line graph, a yellow folding ruler, a pencil, a pen, a clipboard, and a small binder. The man on the left is pointing at a large sheet of paper. The woman in the center is writing on a plan. The man on the right is holding a ruler. The entire image has a reddish-pink tint.

MARKET MAVERICK

Growth Strategy Specialists

OUR GROWTH STRATEGY SERVICES

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**Grow Your Market.
Grow Your Share.
Grow Your Business.**

As growth strategy specialists we believe that the biggest challenge we all face when designing strategy is not the competition, technology or the external environment, but our own default thinking.

GROWTH STRATEGY SPECIALISTS

A fresh perspective on your Growth Strategy

The choices a business makes on its growth strategy are fundamental to its long term success. In today's increasingly complex and disrupted world, making the right choices is becoming ever more important.

We are Growth Strategy Specialists. We help you Grow Your Market, Grow Your Share and Grow Your Business.

We offer two services:

Option 1: A fresh perspective. We take your data and look at it with fresh eyes. We provide you with our vision on how you can grow your business. You can then choose between your own best thinking and that of an experienced outsider.

Option 2: An enhancement of your existing strategy. We take your existing strategy and give you our perspective on its strengths, weaknesses and opportunities for enhancement. We give you our best thinking on what we could do to improve it.

Identifying and articulating an effective growth strategy yields the highest return of any investment you can make in your business. If you feel that your business could benefit from a fresh perspective we'd love to hear from you.



Tim Sargeant, Founder, Market Maverick

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OPTION 1

A fresh perspective on your Growth Strategy

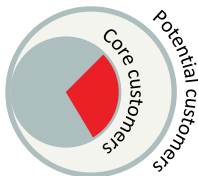
A Fresh Perspective on Your Growth Strategy

At Market Maverick we view your market through three lenses to unlock growth for your business

Grow Your Market. Grow Your Share.

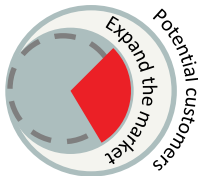
Current situation:

1. The universe of potential customers
2. The core that make up your market today
3. Your share



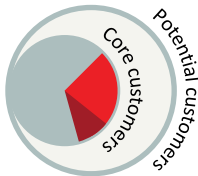
Growth Path 1

1. Expand the market by bringing new customers into your market



Growth Path 2

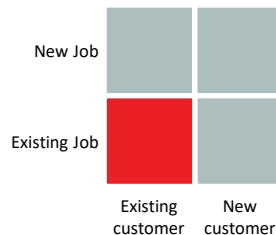
1. Grow share by taking customers from competitor brands



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New Customers. New Jobs.

When looking to unlock growth we need to view the challenge from the perspective of individual customers getting specific jobs done.

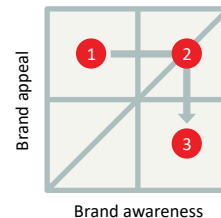


Finding ways to help existing customers get an existing job done provides great insights on how to grow share.

Finding ways to help new customers do a job that others are already doing (for example delivering low cost flights), or helping existing customers get new jobs done (for example trimming the edges after mowing the lawn) provide insights on how to grow your market.

Grow Appeal. Grow Awareness.

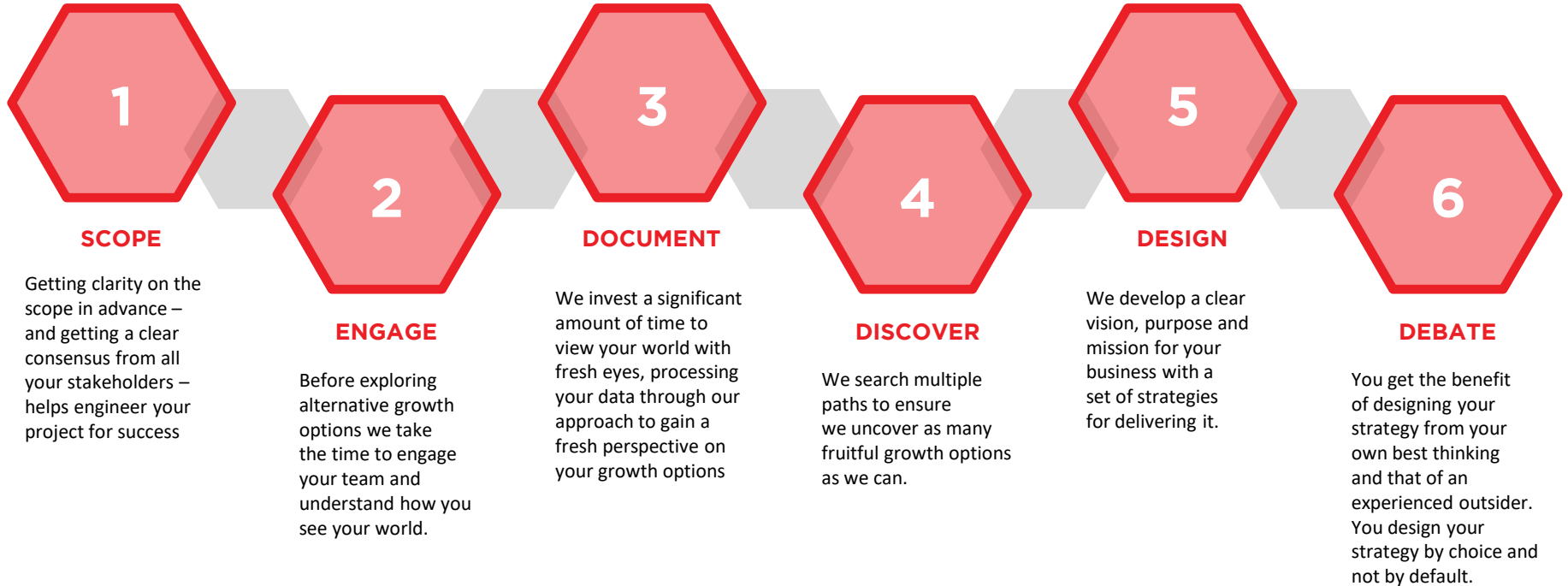
All brands and businesses move through a lifecycle. They are created (in start-up phase), move to maturity and then decline



We look at your business from the perspective of three growth challenges

- 1 Where (and how) do we need to innovate?
- 2 Which brands (with potential) have the potential to be grown through improved conversion driving activity
- 3 Which brands are in need of radical restaging and repositioning (ie their appeal needs to be lifted)

The Growth Strategy Journey



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STAGE 1: SCOPE



We charge a set fee for a job, and to do this, we need to be able to agree a definite scope of work before we start, so we like to ask you a few questions.

We'll send you a brief where we'll ask you questions on a number of topics:

- + Your market
- + Your performance
- + The strategies you've tried
- + Your brands and competitive position
- + Your vision for the business
- + The data you have available
- + Your economics
- + The scope you want covered
- + Your timelines and budget

We'll ask you for some basic data and provide you a multi-page scoping document that spells out our approach, along with our best recommendations and our firm quote for completing your project.

Discussing the scope in advance—and getting a clear consensus from all your stakeholders—helps engineer your growth strategy project for success

► Outcome

A detailed scoping document that spells out our approach, our best recommendations and our firm quote for the project

Getting clarity on the scope in advance – and getting a clear consensus from all your stakeholders – helps engineer your project for success

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STAGE 2: ENGAGE



A comprehensive immersion phase that engages key stakeholders and allows us to collate key information sources.

Immersion and engagement

We will ask you to help us set up meetings with key stakeholders to:

- + Brief them on the Market Maverick approach
- + Gain their perspective on the market, its dynamics, challenges and opportunities. We want to understand their role in the business; what they like, dislike and would change if they could; and understand what strategies have already been tried to grow the business

Data Collation

When engaging with your team we will look to source the following data:

- + Historical market size
- + Brand tracking
- + Previous segmentation studies
- + Other brand and category research
- + Sales and scan data
- + Customer loyalty data
- + Marketing spend
- + Current and historical P&L

► Outcome

A clear understanding of the market as you see it. A review of the strategies you have tried and the challenges you face.

**Before exploring
alternative growth
options we take
the time to engage
your team and
understand
how you
see your
world.**

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STAGE 3: DOCUMENT



The fact pack is the foundation of the work. We take your data and transform it to allow us to understand the dynamics and opportunities in your market.

Key Analytical building blocks include:

- + Segmentation:**
 - + Demographic
 - + Behavioural
 - + Needs based
 - + Occasion based
 - + Outcome based
 - + Strategic
- + Strategy mapping**
 - + Map the value proposition of each brand against competitors
- + Brand lifecycle analysis (awareness vs appeal) to identify**
 - + Challengers
 - + Power brands
 - + Market leaders
 - + Eroding brands
- + Consumer/customer analysis**
 - + Why do people buy your brand?
 - + What do they like and dislike; what would they change?
- + Trend analysis**
- + Regional analysis:**
 - + Use loyalty or other data to map demand in your market regionally
- + Market attractiveness vs competitive position**
 - + Which segments are in growth/decline?
 - + Which segments are most profitable?
 - + Where do you have a strong or weak competitive position?
 - + Where do you need to strengthen your position for future success?
- + Growth driver effectiveness**
 - + What short and long term effect have your different sales and marketing activities delivered?
- + Economic analysis**
 - + Where does your business make money – and why?

► Outcome

A fresh perspective on your market. The outsider's view on its structure, dynamics and opportunities.

We invest a significant amount of time to view your world with fresh eyes, processing your data through our approach to gain a fresh perspective on your options

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STAGE 4: DISCOVER



The magic happens when we search for and design alternative strategies. There is no process here. It's iterative, messy, random and creative.

Two paths will be explored – one for potential innovation platforms, the other for conversion driver optimisation.

Innovation pathways

We'll search high and low for inspiration – alternative markets, parallel industries, alternative solutions, different buyer groups, reading blogs, you name it, we'll look there.

This is design thinking at work. There is no prescribed path but only a series of iterations until we can identify the insights that are right for you.

Conversion driver optimisation

We'll delve deep into your tracking data, your consumer research, your sales data, any regional or channel data, marketing effectiveness reviews and any other hard data you have to see how you could optimise your positioning, your range, presence, pricing and promotion to grow your business.

► Outcome

A compilation of the insights that can unlock growth for your business.

We search multiple paths to ensure we uncover as many fruitful growth options as we can.

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STAGE 5: DESIGN



We'll summarise our findings in three groups:

Low hanging fruit

- + For example conversion drivers such as pack format, distribution or pricing changes that you can implement straight away

Repositioning and brand accelerators

- + The growth drivers you should dial up or down on your existing portfolio to accelerate growth
- + The brands that need repositioning to return to growth

Transformational innovation

- + Breakthrough innovation platforms inspired by overseas markets or parallel industries and leveraging your distinctive assets

We'll wrap it all up as a summary 'Strategy on a page' with a clear purpose, vision, mission and set of strategies to get there.

► Outcome

An alternative strategy to enrich your strategic debate. A fresh vision, portfolio priorities, quick wins, innovation options and spend priorities

We develop a clear vision, purpose and mission for your business with a set of strategies for delivering it.

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STAGE 6: DEBATE



We socialise our findings first individually, then as a group.

You get to design your strategy by choosing the best of your thinking and the best of ours. You get to design your strategy by choice and not by default.

Your best thinking

- + Purpose, vision, mission
- + Innovation
- + Growth drivers
- + Brand repositioning
- + Business model

Our best thinking

- + Purpose, vision, mission
- + Innovation
- + Growth drivers
- + Brand repositioning
- + Business model

Pick the best thinking and best strategy and design your strategy by choice and not by default.

**You get the benefit
of designing your
strategy from your
own best thinking
and that of an
experienced
outsider.**

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OPTION 2

Enhance your existing Strategy

Enhance Your Existing Strategy

Have you already written your strategy? **But you're not happy with it.**

Have you executed a strategy? **But it's just not working.**

It can be tough to get your strategy right.

Most strategists won't touch someone else's strategy. They want to start over from scratch, like a programmer who won't touch anyone else's code.

We've get the benefit of having worked as consultants and in businesses. We've worked on and refined strategies that have gone on to unlock hundreds of millions of dollars of value in the market.

Unlike most strategists, we know how to evaluate and improve someone else's draft. We can tear out and rebuild what needs work, and polish up what's already solid.

Our strategy enhancement service starts with an in-depth analysis of your existing strategy.

We create a detailed report on its strengths and weaknesses, and offer you our best thinking on how to improve it.

Then we give you a fixed-fee quote on what we would charge to implement all our recommendations.

What can we do to improve your strategy?

- + Clarify your company purpose, mission and vision
- + Re-allocate investment behind more highly appealing brands where ROI is higher
- + Optimise pricing and promotional programs
- + Restructure trading terms to better align behind core growth drivers
- + Identify brands where product and range mix could be improved
- + Identify categories where the right innovation could transform performance
- + Re-assess a brand's distinctive assets
- + Improve your service model
- + Identify a new, or enhance an existing, business model

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So your strategy can get busy delighting customers and growing sales.



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