Achieving exponential growth

Changing the game – from commoditised to branded

February 2023



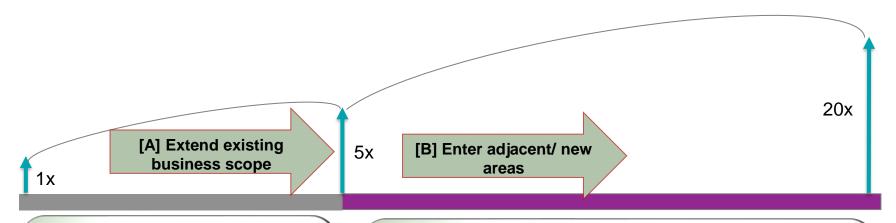
# Questions that companies grapple with in a 'commoditized' market

- 1. What is our future growth **potential**?
- 2. What will be the **contribution** of existing and new business in future growth?
- 3. Which **growth levers** can we use, in existing, and in new business?
- 4. How do we **compete** and grow profitably?
- 5. Which **enablers** are required for future growth?



#### **Growth framework** | Visualizing your growth journey

Two modules – [A] (Extend) existing scope, [B] (Enter) adjacent/ new areas

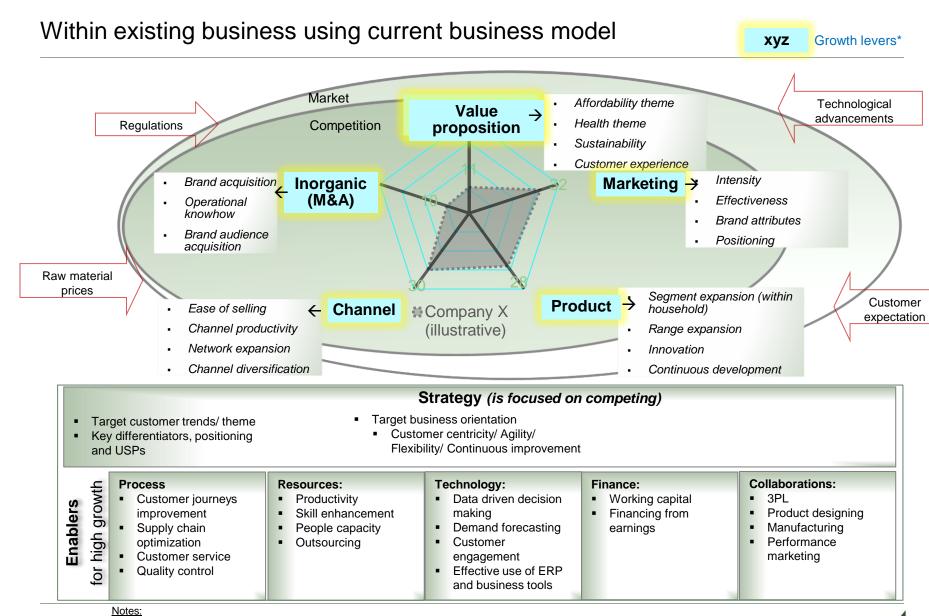


- Unorganised
- Commoditised
  - loses its unique features or value proposition
  - customers base their purchase decisions solely on price
- Price sensitive customers
- Less margin
- Volume play
- Low cost
- Low branding expenditure
- Offer discounts, promotions, or bundle products to drive sales and customer loyalty

- Organised
- Presence of large brands; Scalable
- Value of differentiation; command premium prices
  - unique features or attributes provide additional value to customers; customers willing to pay more if products meets their specific needs and preferences
- Customer loyalty possible
- Maximize profitability while remaining competitive
- Talent Management
- Collaborations
- Continuous innovation and product development
- Comprehensive and integrated marketing strategy
- Differentiation (product design, quality, performance, customer service)



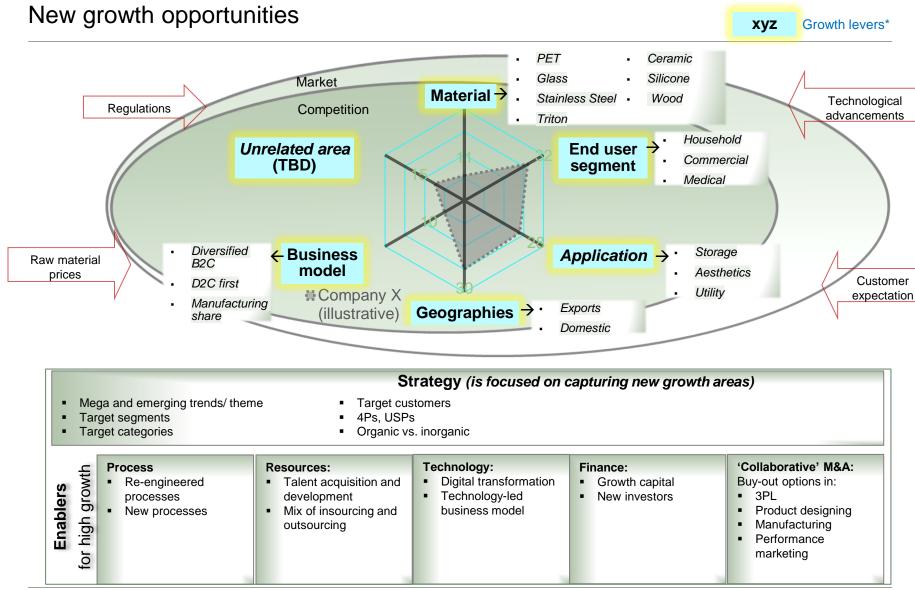
### Growth framework | [A] (Extend) existing business scope





(\*) Illustrative for a plastic consumer product company

### Growth framework | [B] (Enter) adjacent/ new areas





## Thank you

Email: connect@aspur.in