

**client**

European Consumer Durables  
Manufacturer

**location**

London, United Kingdom

**further information**

Chris Woolston

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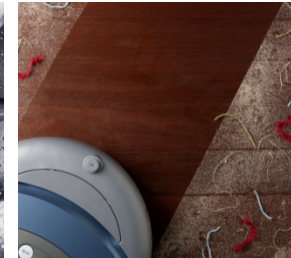
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**services provided**

- Research programme
- Marketing strategy recommendations

**the challenge**

The client wished to significantly grow sales of a major product line in the UK market. forward thinking inc were asked to conduct a consumer research programme to understand barriers to brand entry and product adoption. The research was to be used as start point in the development of a new marketing strategy



**project scope**

- Internal client workshop to explain key issue and opportunity areas, challenge existing preconceptions and debate and agree a fine tuned research methodology
- Competitive analysis of the market
- A series of focus groups across a broad range of consumer segments
- Preparation of research report and strategy recommendations

**outcomes**

- Key insights into consumer decision making criteria and the drivers of brand choice
- A firm foundation for the development of a winning strategy to significantly increase brand share

**client**

Retail property and asset manager / developer

**location**

London, United Kingdom

**further information**

Marian Conn

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**services provided**

- Trend analysis
- Strategic planning

**the challenge**

forward thinking inc undertook a scenario planning exercise for this client, designed to identify the key trends which would impact the development of a major shopping centre over the next 10 years.

Once researched, the consultancy were asked to identify the implications for strategy development to maximise asset value

**project scope**

- Desk research using an iterative approach, assimilating sources and secondary research both from the UK and globally
- Expert interviews with retailers, consumer experts, social commentators and journalists to gain access to the latest unpublished thinking, and provide a fresh perspective on market dynamics
- Identified trends which were significant in the context of centre master planning for the future and effected an impact analysis for each
- Facilitated of a master planning workshop to map out a long-term vision for the development of the asset in the context of the trends identified

**outcomes**

- A detailed 20 year master plan has been produced and is in the early stages of implementation

**client**

Financial Services

**location**

London, UK

**further information**

Chris Woolston

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**services provided**

- International Strategy

**the challenge**

This client wished to revisit their approach to the International payments market (i.e. cross-border transactions). forward thinking inc were asked to provide a comprehensive assessment of the strategic opportunities and a recommended strategy to drive transformational growth.

Our work included developing a logical and well evidenced investment case for implementing the strategy, which placed the potential uplift in revenues within the wider context of the company's financial performance.



**project scope**

- A comprehensive review of the international travel market
- Deep-dive situation assessment to provide clarity on business dynamics
- A list of "devil's advocate" challenges to the strategy
- Business modelling to evaluate the potential sector impact of a range of strategy options on overall company revenues
- A series of facilitated strategy workshops to explore the opportunities, barriers to overcome and actions required to drive growth

**outcomes**

- Strategy paper and investment case adopted by European board, resulting in implementation of all key initiatives recommended
- A tangible tide-change in the internal mindset regarding the sector
- Re-evaluation of key business structures and processing to better support future growth

**client**

European Financial Services Company

**location**

London, United Kingdom

**further information**

Mark Whitman

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**services provided**

- Market sizing
- Segmentation analysis

**the challenge**

One of Europe's largest financial services companies had recently launched a new service for individuals making low value payments (LVP)

The firm wanted to know the size of LVP in Europe as well as the opportunity within particular sectors where LVP are significant (i.e. cafes / bars, supermarkets, fast food chains etc). forward thinking inc were asked to size the market, prioritise the key sectors to target and provide an analysis of the barriers and opportunities for rolling out the technology



**project scope**

● The work included desk research, surveys and on-the-ground interviews in targeted countries to understand market dynamics and identify routes to market. In summary the project scope was:

- Secondary research to size the LVP opportunity across 25 European countries
- Modelling to segment the market across key sectors
- Prioritisation mapping to understand target markets and sectors
- On-the-ground interviews and surveys to understand perspectives on the barriers and opportunities for technology rollout
- Analysis of alternative technologies and key drivers for success

**outcomes**

- Better understanding of the market size across Europe and prioritisation of key countries and sectors to target
- Insight from key markets on the barriers and opportunities for the technology
- Synthesis of market sizing, segmentation analysis and market dynamics to inform decision makers in terms of key drivers for success and risk factors

**client**

Financial Services Multinational

**location**

Madrid, Spain

**further information**

Mark Whitman

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**services provided**

- Sector quantification and review
- Sector strategy

**the challenge**

This financial services firm required a better understanding of an underexploited market sector which had proven persistently difficult to penetrate. The client asked forward thinking inc to provide a detailed understanding of sector size and dynamics – quantifying the opportunity, understanding customer spending patterns and exploring routes to market.

Our work included on-the-ground research in Madrid and Barcelona to understand Merchant attitudes to alternative payment methods.



**project scope**

**phase 1**

- Quantification of the sector opportunity via market modelling
- Business modelling to evaluate the potential sector impact on overall company revenues
- Qualitative market research with retail merchants in Madrid and Barcelona
- Desk Research on sector dynamics

**phase 2**

- Review of internal resources, programmes and research, via internal interviews and documents
- Strategy Workshops to explore sector opportunities, and develop initiatives in response
- Development of a clearly articulated, logical and well evidenced strategy framework to attack the sector opportunity

**outcomes**

- New understanding of the sector opportunity and appreciation of its scale and strategic importance
- High level buy-in for the need for large-scale investment in sector
- An overarching strategy framework with clear and tangible actions attached
- forward thinking inc were subsequently asked to develop a detailed country strategy to attack the sector in Spain.