

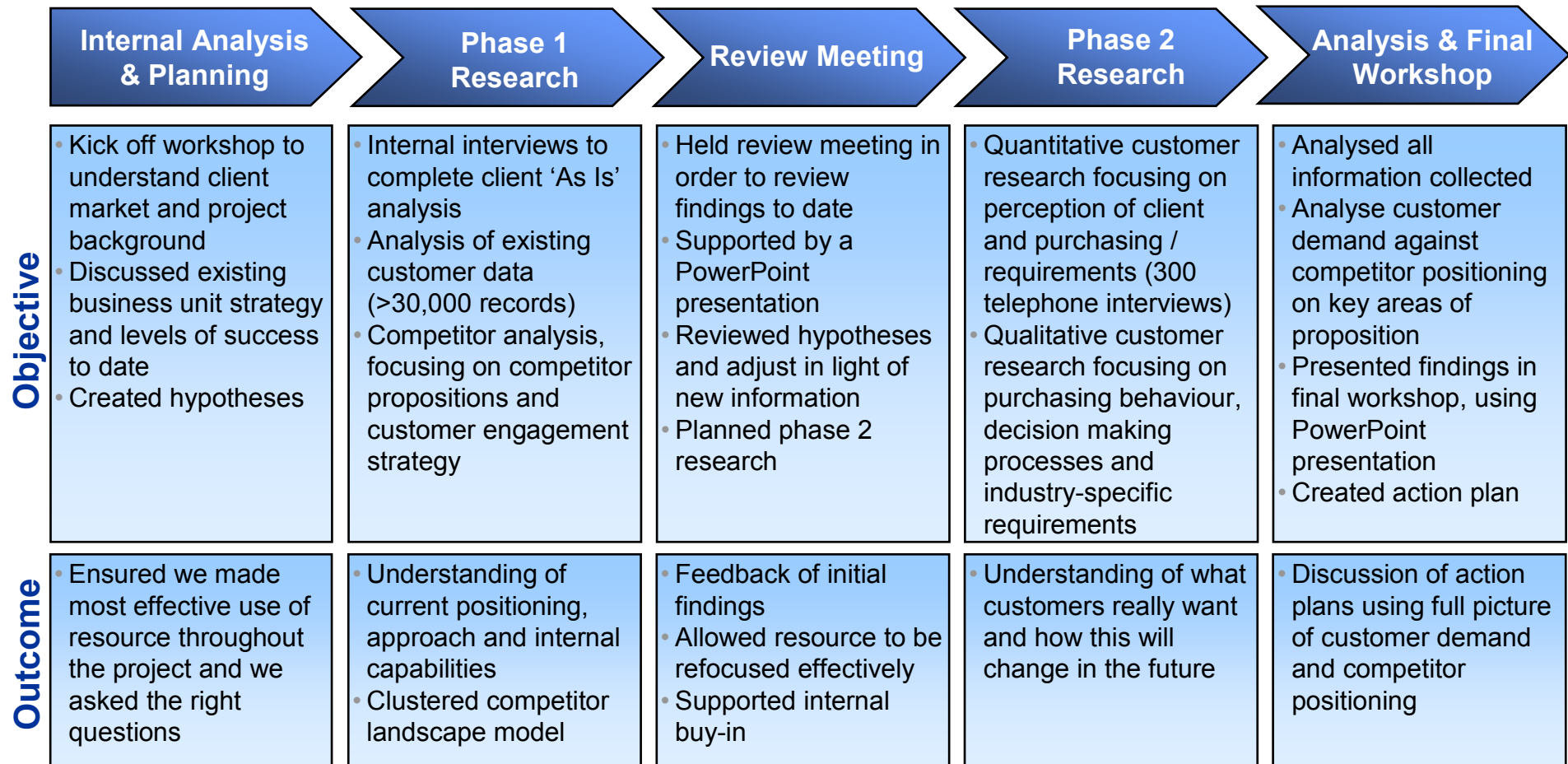


Case Study:
Proposition Development in Retail

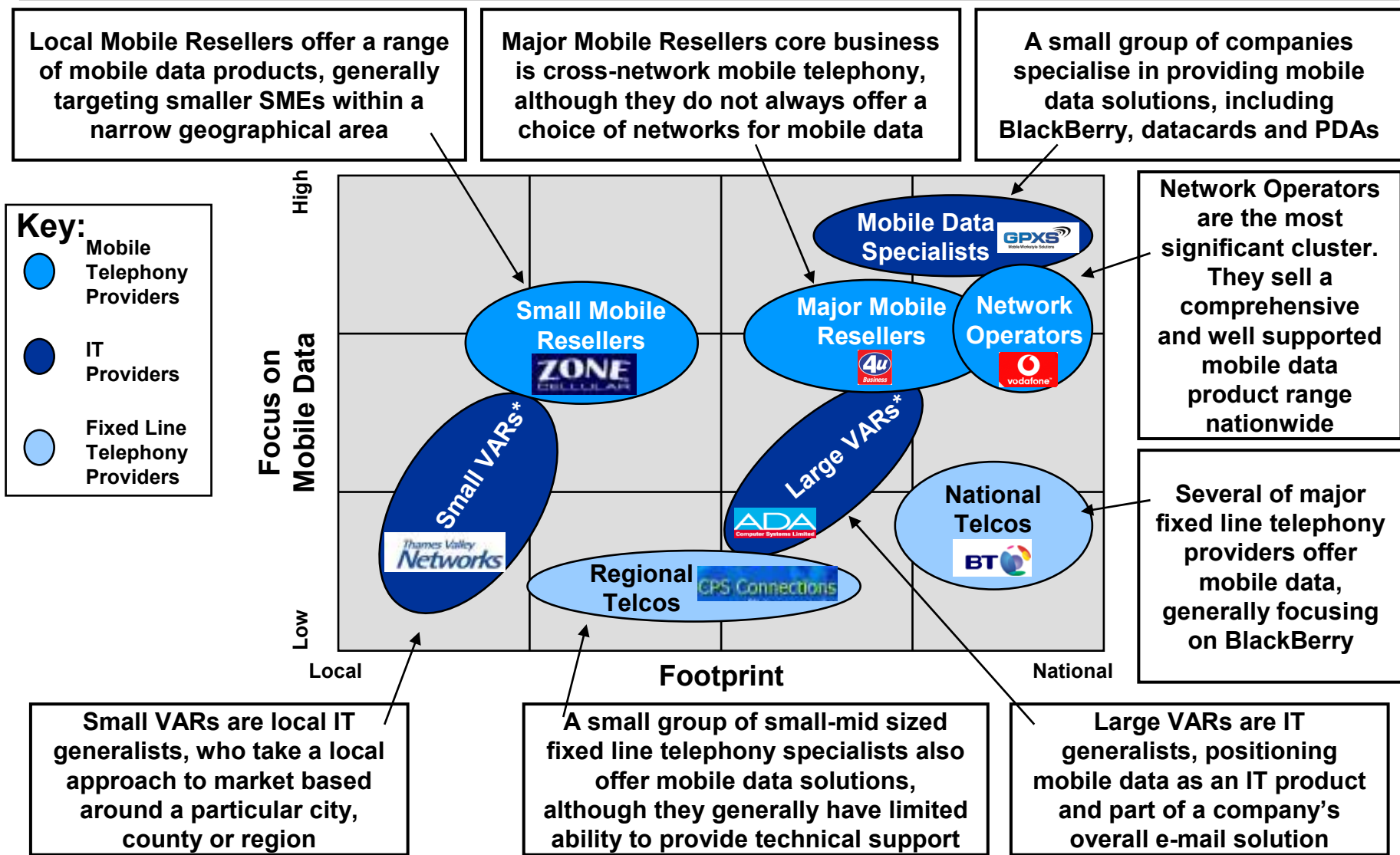
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We developed a new business unit proposition for a FTSE 250 technology retailer...

- Our client was already established as a major UK and European technology retailer
- They had recently launched a new B2B business unit and wished to develop their sales and marketing strategy in line with market demand



Competitor analysis included developing a series of market landscape models, including this map for mobile data...



* Value Added Resellers



Our analysis focused on five areas of the client's proposition and included direct recommendations around each...

