

## European country strategy development

Scope	Approach	Results
<ul style="list-style-type: none"><li>■ 9 European countries with specific market restrictions</li><li>■ Different regional and local product portfolios and "strategic" directions</li><li>■ 2 months data collection and comparison of key success factors, 1 month to define preferred option and 3 months to prepare cornerstones of change and implementation</li></ul>	<ul style="list-style-type: none"><li>■ Development of a standardized set of templates for the market and business analyses</li><li>■ Comparison of country-specific data and marketing approaches to best-practice examples</li><li>■ Elaboration of strategic options in line with overall European objectives</li><li>■ Facilitation of the integrated European decision process</li><li>■ Detailing of preferred option</li><li>■ Definition of cornerstones of change and detailed integration plans</li></ul>	<ul style="list-style-type: none"><li>■ Alignment of country-strategies to global and regional objectives</li><li>■ European-wide best-practice exchange</li><li>■ Focus of the company on the most profitable markets</li><li>■ Streamlining of the local business operations</li></ul>