



## CASE STUDY :

# MARKET PENETRATION LANDSCAPE ANALYSIS

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*"Line of Sight gave us an objective view of our business and where it was headed. It was not what we hoped to hear, but their assessment was on target and gave us the context and facts we could take to our board and begin making some needed changes."*

**-Chief Executive Officer, Health Care**

### **Situation:**

Each year, a \$150 million health care company updates its understanding of the opportunities and threats it faces in its core business as it heads into strategic planning sessions with the executive team and the board of directors.

### **Solution:**

Line of Sight Group's analysts conduct a broad landscape analysis of the changes occurring in the industry and in the target markets of the client to understand what opportunities and threats those changes represent. The result is a longitudinal map of where the market is headed and where potential opportunities and threats exist.

### **Benefit:**

The client uses this analysis to understand where it might enhance its product offerings or change its promotional messaging and sales tactics to take advantage of developing opportunities. It also identifies areas that need to be brought to competitive parity or risk losing business to the competition.