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LINE OF SIGHT GROUP

CASE STUDY:

OPPORTUNITY IDENTIFICATION

"I just wanted to drop you a note to acknowledge the exceptional report you prepared for us. The report addressed all of the questions I was hoping it would and gave us tremendous insights into this category. It will help to support our go-forward decisions about insourcing versus outsourcing and the development considerations."

-Chief Product and Strategy Officer

Situation:

A health concierge company had identified what it thought would be a successful new product but needed to determine if it made strategic and financial sense to develop this new offering for its clients. The company wanted a better understanding of the current and future market demand for this product, as well as who was currently operating in this space and how they compete with one another.

Solution:

Line of Sight Group analyzed the industry and competitive landscape. The analysis uncovered that competitors were investing heavily in technology solutions as a way to differentiate themselves from the competition. Competitors were also pairing their product with other service offerings.

Benefit:

Our client shared this report with key internal stakeholders throughout their company. The results of the analysis gave their team insights that hadn't been considered and allowed them to make informed go-forward decisions regarding future development.