



MARKET VIABILITY ASSESSMENT

Why is a market viability assessment using the QMP™ process valuable?

"The QMP™ strategy framework allows us to quickly and effectively assess the attractiveness of new opportunities.

The tool set reduces complex market factors to a few simple, easy-to-understand charts that not only develop the strategy, but also allow us to communicate it quickly to the organization. The process provides us a methodology of expanding the strategy into a set of consistent and coordinated actionable tasks. I was truly excited when I first became exposed to it four years ago and my use and enthusiasm hasn't diminished one bit."

*Jim Welch
Former CTO
Welch Allyn*

*"Thus it is in war, that the successful strategist seeks battle after the victory has been won, whereas he who is destined for defeat first fights and afterwards looks for victory."
The Art of War*

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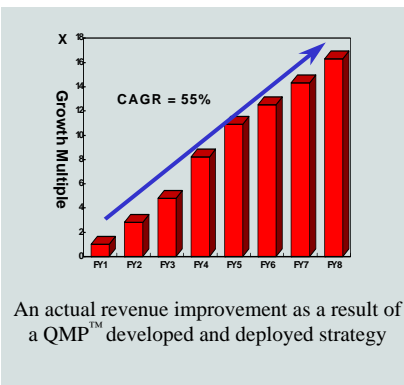
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In a majority of cases, struggling and failed market and product initiatives can trace their problems to early-on deficiencies in the quality and objectivity of the assessment of the market viability of the opportunity. These deficiencies result in weak or flawed strategies or inappropriate market initiatives.

Market assessments frequently overestimate revenue potential, underestimate the competition and what it will take to succeed or fail to strategically point the company at segments of the market that will provide the highest probability of early success in the form of profitable, steady and defensible revenue growth.

Causes of these analysis shortcomings include: a failure of objectivity, a flawed evaluation process, incompleteness due to time pressures, inexperienced evaluators, subjective or pre-conceived notions and/or political pressure from executives to arrive at certain conclusions .



An actual revenue improvement as a result of a QMP™ developed and deployed strategy

An objective, tools-driven market viability assessment process can overcome these shortcomings and result in improved decision making prior to committing resources to a new market initiative.

The evaluation process QMP™ uses for these kinds of market viability assessments is based on empirical marketing science and has a proven track record.



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Industry applicability

- High Technology
- Medical Equipment
- Manufacturing
- Metal Products
- Building Products
- Software
- Information Technology
- Electrical Components
- Capital Equipment
- Mechanical Components
- Wholesale Distribution
- other business-to-business enterprises



The QMP™ market viability assessment process can be taught through a series of real-issues market strategy work-outs - thus becoming an integral and vital step in your new business development process and market strategy validation process.

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Why engage QMP™ to perform a market viability assessment?

- To quickly validate / invalidate a strategic hypothesis with minimal risk and disruption to current business operations
- To formulate an objective scope assessment of an opportunity
- To reduce risk and increase the probability of success
- To bring in to the company a proven discipline and process for future use in similar situations

QMP™ Market Viability analyses include assessment of:

- Validation / invalidation of the customer value proposition
- Economic momentum and sustainability of the market
- Factors contributing to growth and profitability
- Market maturity analysis
- Competitive situation and relative differentiated positions
- Match to company capabilities and competencies
- Structural comparison (market needs vis-à-vis company and channel)
- Lucrative and attractive target market sub-segments
- Competitive pricing realities
- Recommended initial target accounts
- Strategies consistent with company capabilities
- Recommended roadmap for success
 - or, conversely -
- Cautions and recommendations not-to-proceed if appropriate

Timing:

- Field-validation can be assessed in as little as 4 to 6 weeks

What's Involved:

- Preliminary overview of the strategic hypothesis and value proposition
- Working sessions for defining, identifying and targeting ideal customers in the target market
- Field work
- Summary report and recommendations