



legaligance

MARKET AND ECONOMIC RISK MANAGEMENT



LEGALIGENCE STRATEGIC CONSULTING LLP™

Legaligance provides insight into how markets operate, and offers methods for attempting to predict future market behavior in response to events, trends, and cycles.

The spectrum of services includes:

1. Market and Economic Intelligence
2. Business Model Intelligence
3. Competitive Intelligence
4. Customer Intelligence
5. Reputation Management



1. MARKET AND ECONOMIC INTELLIGENCE

Globalization is important for companies to explore international markets to enhance competitive advantage and to seek growth and profit. Today, decision-makers are focusing their attention on one of the hottest "growth frontiers": India, because they cannot ignore one of the most promising new markets of the decade to come.

However, to make the best of a marketplace, it is important for the business to analyze the political, economic, social, legal and technological environment to determine the potential and ease of entering a market. to such organizations, Legaligance provides the much-needed macroeconomic intelligence and analysis about:

Economic Trends	Political environment and Stability
Policy Framework	Regulatory Framework including Licensing, FDI etc.
Legal Framework	Level of Corruption and Bribery
Country Infrastructure - both physical and technological	Security Risks
Market Players and Market Readiness	Target Customer Base and Purchasing Power
Market Size	Cost of acquiring the opportunity
Modes of Entry (M&A, JV & Consortia, Techno- Collaborations)	Distribution Networks

2. BUSINESS MODEL INTELLIGENCE

Business model decides how a company intends to generate revenues and earn profits. It is essentially the profitability Model. Once the decision is made to enter a specific market, the organization needs microeconomic intelligence and analysis to make the business model successful or fine tune it to bring in the desired results.

For that the organization needs to understand the local marketplace and the dynamic business landscape. It is important for the business to carefully evaluate the growth drivers, market size and operational risks.

Legaligance provides detailed microeconomic intelligence and analysis about:

Consumer Insights	Market Segmentation
Product Positioning	Consumer Segmentation
Competition Analysis	Product – Market Fitment
Suitable partners based on the chosen mode of entry	Optimum Price Point
Cost Estimates for Establishment	Time to Market Estimations
Revenue Projections	Sales Structure Analysis

3. COMPETITIVE INTELLIGENCE

According to Deloitte, Competition is one of the most important strategic risks that has the most impact on your business strategy and model. In-depth understanding of the competition is important to build sustainable competitive advantage and grow in the market place. It is extremely important to understand the competitive landscape precisely.

With the help of its ability to collect accurate data through primary and secondary sources and research, Legaligence provides strategically meaningful insights on many aspects of competition. Legaligence provides information about anything and everything about a company's competitors - their businesses, their movements, and their strategies including:

Competitive Landscape	Market Shares
Financials	Strategies and Tactics
Marketing Tactics	Digital Footprints
Customer Base	Pricing
Future Plans and Movements	Win / Loss Intelligence

4. CUSTOMER INTELLIGENCE

Customers are the lifeblood of any business. The cost of retaining a customer is much lower than the cost of acquiring a new customer. Brand Health is one of the most important growth drivers, hence customer intelligence is important for understanding the satisfaction and loyalty levels. CI is also important for understanding effectiveness of a marketing campaign, assess changes in customer expectations, and also devise value maximization strategies to accelerate the revenues.

Legaligence provides customer intelligence including:

Top customers	CLTV
Company Hierarchy	Decision making process
Customers' business plan for the next 3 years	Scope for revenue maximization
Service Agreements	Credit Policy and DSOs
Customer Satisfaction Index	Win / Loss Intel and Analysis
Brand Health Assessment	

5. REPUTATION MANAGEMENT

Brand Reputation is key not only to growth but in fact to the survival of any organization. Reputation is an important risk identified by Deloitte. Bad reviews, negative content and damaging online commentary can all dent an organization's reputation. Legaligence not only captures brand mentions as and when they happen and provides actionable inputs to the organizations so that the brand is protected.

Legaligence investigation process involves:

- Social media platforms and other sites to locate profiles and accounts associated with a known subject and to identify the user behind anonymous accounts.
- Visualizing and evaluating a subject's online presence and uncover relationships with other individuals or organizations and hidden agendas that can potentially damage corporate reputations.
- The extraction, review, and synthesis of content by analysts with deep expertise in tracing social media personas and identifying risks and opportunities associated with an individual's online presence.