



SITUATION:

A major life sciences company was experiencing stagnant revenue growth over an extended fiscal period.

CHALLENGE:

The organization's business strategy needed to shift to capture higher share and margins in four key product families. This company's products were viewed as "also rans" against larger more established competitors.

SOLUTION:

The senior management team was engaged to define the situation and problem. Northpoint completed an assessment of the market with an outside-in perspective using the Blue Ocean framework.

RESULTS:

Using the Northpoint methodology, the team found new areas of customer need in 3 of the 4 target markets that were in an uncontested space and accelerated growth to new levels.

SUCCESS STORY

Industry:

Life Sciences

Practice Areas:

- Market Entry & Market Research
- Market & Channel Strategy
- Innovation Acceleration

ABOUT

Northpoint Business Advisors

Since 1995, Northpoint has been successfully helping companies of all sizes accelerate revenue growth. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should as well.

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration

