

# A WINNING STRATEGY TO POWER GROWTH, WITHIN REACH

Take a data-driven approach to Marketing, by understanding the market, your current competitors and how you can set up your brand or business to win with a quantifiable, relevant and ownable positioning. Effective plans in Marketing are one of the many ways RoseRyan's best-in-class Marketing leaders and consultants guide companies to greatness.



## TURN TO ROSE RYAN WHEN YOU NEED:

### Market Structure Analysis

Gain a full picture of the market you are entering with our full analysis, including size, growth trajectory, key competitors, market segment performance and competitive positioning.

A realistic, expert view of your market will reveal the real possibilities for your company, the potential pitfalls and your next steps.

- Identify white space opportunities and competitive strengths and vulnerabilities
- Understand the short- and long-term drivers of growth within the market
- Fully understand your competitive field and potential customer segments
- Get trustworthy advice from experts who provide honest, actionable assessments

### Competitive Analysis

A comprehensive view of the competitive landscape could reveal some unknowns and threats.

Save significant time on your go-to-market strategy with Marketing leaders who will take a fresh look at your competitors and require no ramp-up time to understand your industry.

- Identify and assess your key competitors and how your company compares
- Discover your competitors' differentiators and weaknesses and how those relate to your value proposition
- Dig deep into how competing companies position themselves and how to set yours apart



## Marketing & Product Positioning Strategy

Identify the unmet needs or drivers of customer purchase decisions within your market and then quantify the best positioning for your product or service to uniquely meet those needs.

A customer-relevant point of difference is your best weapon for launch and growth. An expert perspective will lead to the development of your position and strategy, or a course-correct.

- Ensure that your offering is relevant and differentiated to your target customer
- Drill down your value proposition to prospective customers
- Gain a unique, articulate positioning, which is the basis for the most persuasive messaging

## ABOUT ROSERYAN

Award-winning RoseRyan is a ZRG company offering on demand leadership, advisory and consulting services in the Finance & Accounting, and Marketing disciplines out of Silicon Valley. Since 1993, our deeply experienced and innovative consulting professionals have unlocked the potential of more than 1,500 companies through outsourced, customized, and full-stack solutions.

Find out more at [www.roseryan.com](http://www.roseryan.com)

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GUIDING YOU TO GREATNESS

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