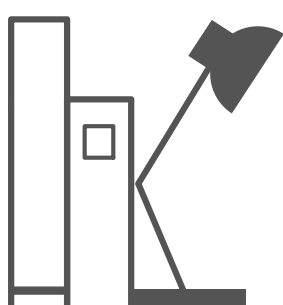


# HOW STRATEGIST SUPPORTED A CLIENT TO ENTER AND POSITION ITSELF RIGHTLY IN THE MONTENEGRIN MARKET



## GET TO KNOW THE MARKET

After years of successful business at home, a company from Serbia decided to export its business and expand to other markets, asking for our support in getting to know the Montenegrin market.

## ANALYSIS

We analysed the industry-related market in Montenegro, which produced in a comprehensive market analysis and stakeholder mapping.



## PRIORITIES

We ranked the stakeholders by priority, geographical proximity and affinity. We provided our client with all contact details and context descriptions to ease the process of establishing connections

## BRIEFING

We helped the client organise a get-to-know trip to Montenegro, took over scheduling of meetings and running client's agenda, talking points and briefing book.



This resulted in an efficient, effective and time-saving market entry.