



High-octane fuel for your portfolio



When it's Your Responsibility to Deliver MORE Growth Across Multiple Markets or Products...

...it can be frustrating when the marketing plans submitted by your team don't fully exploit your Portfolio's potential.

However, fuelling further growth is not easy or you would have done it already.

It's often difficult to see how you can continue to deliver even more from your market /product portfolio when you feel that you have exhausted the options available.

It is a constant management challenge to deliver even more, on top of the success achieved to date.

Sometimes you might even have so many options across your market/product portfolio that it is difficult to prioritise one over another.



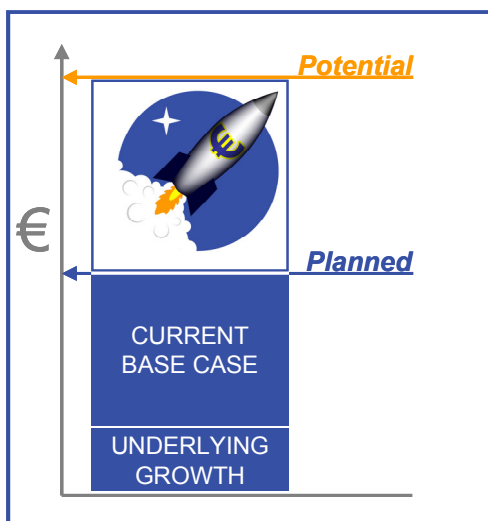
You Need to Identify Winning Growth Opportunities FAST...

...but trying to do this on-top of everything else can risk additional growth opportunities not getting the time they deserve.

GrowthFuel™ is a tried and tested process that enables you to rapidly identify, develop and realise the most attractive combination of opportunities across different markets and/or products to maximise growth.

GrowthFuel™ builds a balanced repository of opportunities for evaluation by:

- Guiding and stimulating fresh, innovative ideas that can deliver a 'step-change' by doing things differently
- Identifying cross learning opportunities over different products and regions.

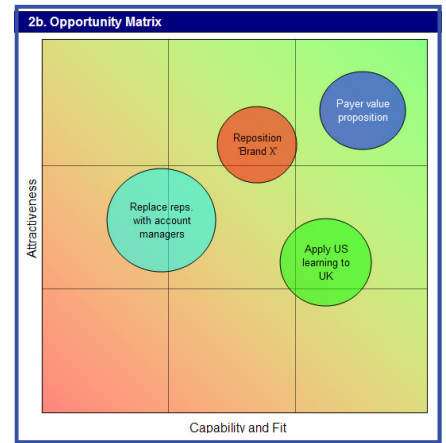


GrowthFuel™ helps you prioritise opportunities for growth through an objective process that secures management buy-in without creating unnecessary additional work.

GrowthFuel™ delivers a robust ROI forecast that highlights the additional growth that is realistic.

The **Growth Fuel™** software tool underpins the process by:

- Taking the grind out of the analysis and allowing more time for you to think.
- Delivering the outputs in an easily digestible top-line visual presentation.
- Providing the capability to ‘drill down’ on demand into the underlying analysis at any stage.

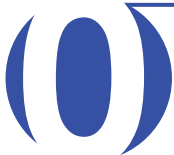
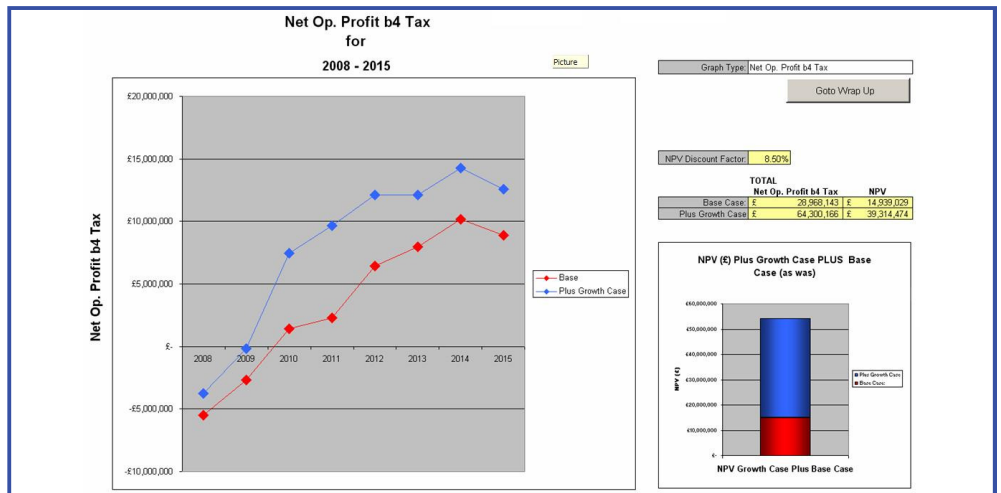


To Be Confident That You Are Maximising Growth...

....you need the support of **Growth Fuel™** to deliver a powerful and robust marketing strategy that uncovers:

- The true growth potential of your business
- What is realistic and achievable within the timeframe
- The Critical Success Factors for implementing the growth plan
- A robust business case for gaining further budget where required.

Growth Fuel™ will help you to develop a well thought through marketing strategy for growth that keeps you and your team one step ahead with the answers to the key questions before they are asked.



Take off!

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To find out more about what **Growth Fuel™** could do for you, contact us at:

MSI MARKETING SCIENCES
Seeing the value

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