

## Client Case Insight: Globalisation Strategy for a FMCG Electronics Goods Manufacturer

The mandate given was to develop a strategy for the client to grow their business in global and local markets and secondly to identify potential markets and prioritise entry into these markets and finally to design an organisation structure that would enable the globalisation initiative.

Using the Balanced Scorecard approach, strategic objectives were formulated that could be cascaded through to global operations in each country being penetrated.


The client organisation grew from initially posting a R40m loss to a R600m turnover in four years. During this time exports increased by 173%. At the end of the four years more than 50% of turnover was reflected in global exports

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