

# Manufacturing, Consumer Goods, and Services

## In-depth experience, superior collection and analysis helps our clients meet the unique challenges of the B2B sector

Global manufacturers and service providers in the industrial and consumer goods markets continue to face extraordinary challenges in striving to innovate and deliver world-class goods and services. To succeed in today's world, companies must stay ahead of constantly shifting market drivers such as:

- Increasingly competitive sales environment
- Emergence of open-innovation models
- E-commerce disrupting traditional channels
- New technologies impacting production and distribution costs
- Globalization of operations and supply chains
- Reliance on third-party manufacturers and logistics providers
- Ever-shrinking time-to-market requirements and product life cycles

For more than 25 years, Fletcher/CSI has served manufacturing and consumer goods clients in providing insightful and impactful competitive intelligence that supports technical, operations, sales, and marketing managers in making critical decisions to more effectively compete in the marketplace. The Fletcher/CSI team has the technical, qualitative, and quantitative skills and experience to provide:

## Sales and Marketing Support

- Win/loss analysis and battle cards
- Competitor value proposition and positioning strategies
- Pricing strategies and trade allowances
- Sales organization structure and compensation
- Benchmarking of advertising, marketing, training budgets

## Operations Support

- Manufacturing capability and cost benchmarking
- Competitor sourcing and supply chain strategies
- Distribution, logistics, and channel strategies
- Operational alliances and partnerships
- Capex spend and operational improvements

## R&D Support

- Product roadmaps and technology pipelines
- Technology scouting
- Innovation networks and partners
- R&D investment analysis
- Alternative technologies

Fletcher/CSI delivers results with a qualitative research methodology that legally and ethically collects information directly from key competitive sources, such as competitor current and past employees, customers, distribution channels, and industry influencers such as consultants and regulators. You get reports that provide critical insight into your competitors' strategic direction and best practice approaches.

Relying on publicly available sources like the web, press releases, and analyst reports to gather market intelligence is a good start. However, if these are the only sources you use to monitor your market, you are missing vital competitor insight necessary to shape your positioning and help guide your senior management.

Fletcher/CSI provides research, analysis, and performance recommendations designed to help you develop a clearly differentiated value proposition that aligns with customer needs and seize competitive advantage.



**FLETCHER/CSI**®

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