

# Identified US on-line investment market opportunities in Hong Kong

Market profile | Financial services

## Client benefit

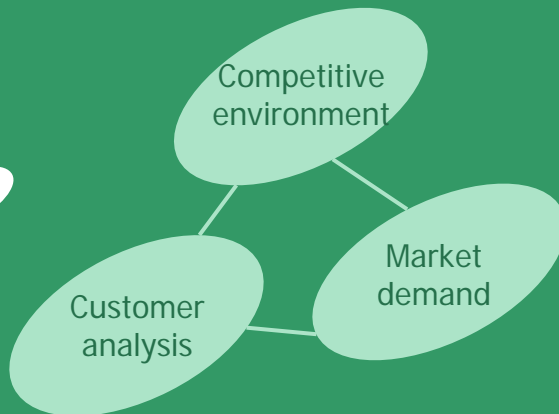
- Quantified the **market opportunity**.
- Defined long-term and short-term strategies to achieve **greater market share** of the on-line trading business.

### Issue

A leading US investment brokerage firm needed to size and identify market opportunities and derive marketing and competitive initiatives to enhance performance

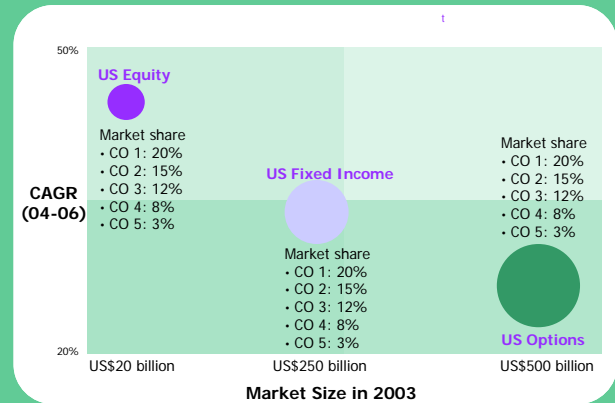
### Approach

Assessed and determined the market potential from three angles:



### Analysis & recommendations

- Confirmed market potential
- Defined optimum products and services



- Benchmarked against competition

