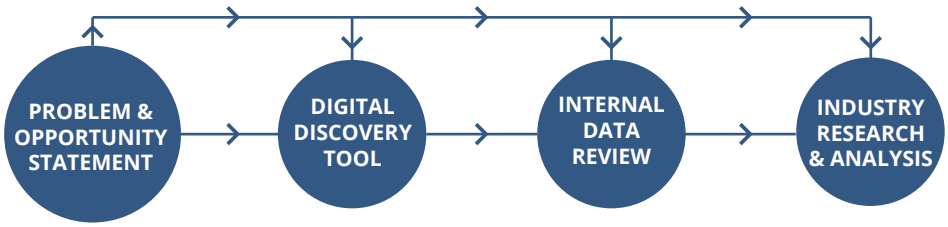
Aspirant

Win the Advantage in Your Market Through Our CompetitivEDGE Methodology

E — Evaluate



We start by immersing into the consumer, company, and industry data to truly absorb a 360-degree view of the situation

D — Design

- PLAYBOOK
- COMPETITOR MATRIX
- KPIs

We collaboratively dig into the outcomes from the **Evaluate** stage with our design thinking approach, giving us rich insights into your market position and performance

G — Go-To-Market

- ✓ CONSUMER INSIGHTS TRACK
- ✓ MARKETING MIX TRACK
- FINANCE AND OPERATIONS TRACK
- ✓ COMMUNICATION TRACK
- DIGITAL ANALYTICS TRACK
- ✓ RETAIL TRACK

We help you identify the right set of focus areas to strategically concentrate your business on what matters and how to gain the upper hand on your competition

E — Embed

- REAL-TIME TOOLS AND COMMUNICATION
- COMPANY HEALTH CHECKS
- GROWTH SCORE CARD

Once the **Go-To-Market** steps are completed, we work with you to embed the changes for the long-term

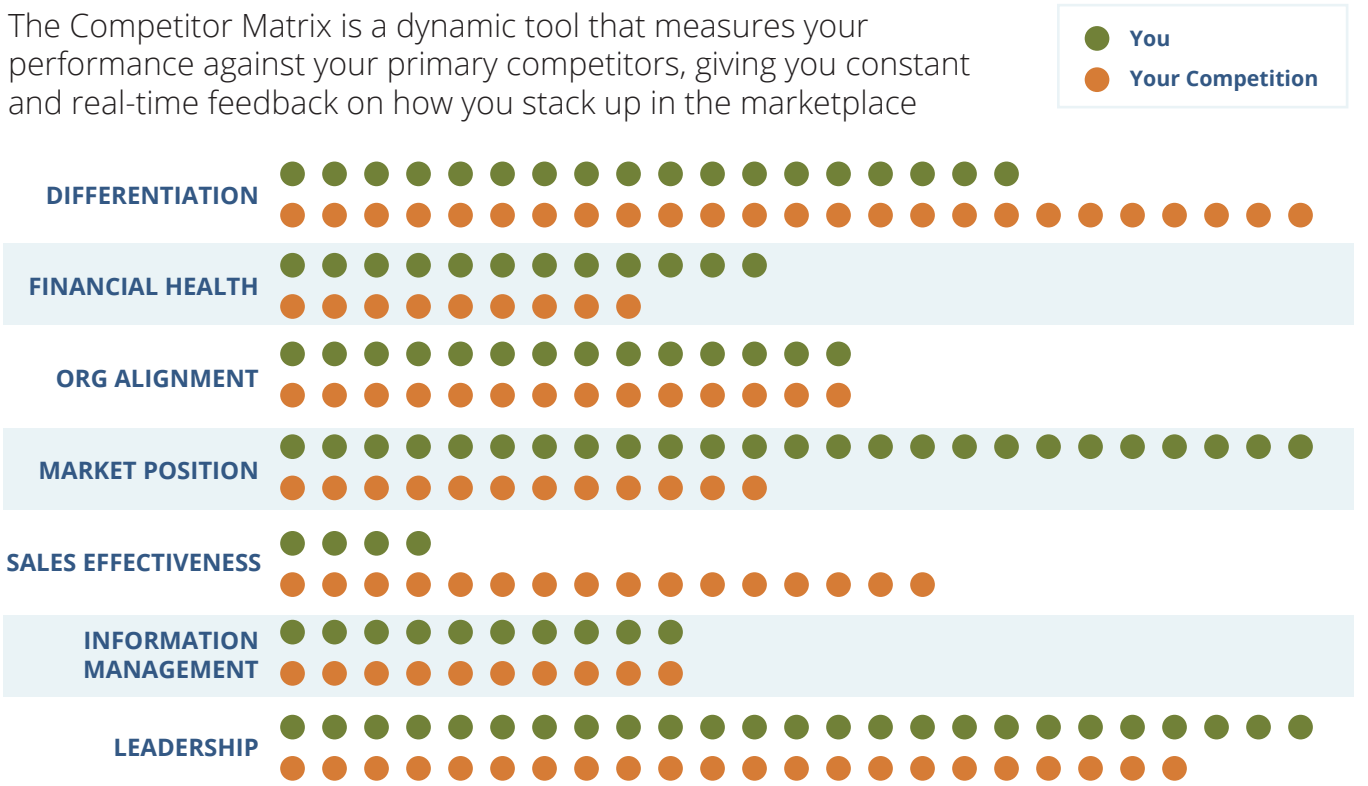
CompetitivEDGE From Aspirant

Aspirant offers the tools, industry expertise, and experienced consultants to help you identify and address the right problems and gain a true competitive advantage

We deliver the competitive edge through our leading technology and business-enabling tools, including our Competitor Matrix and our iPhone/Android-based Accountability App

Competitor Matrix

The Competitor Matrix is a dynamic tool that measures your performance against your primary competitors, giving you constant and real-time feedback on how you stack up in the marketplace

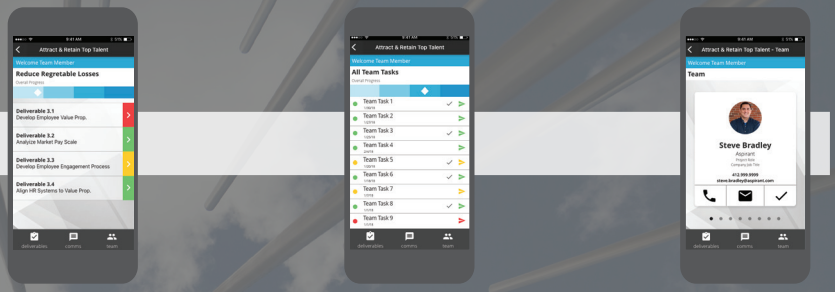


CompetitivEDGE

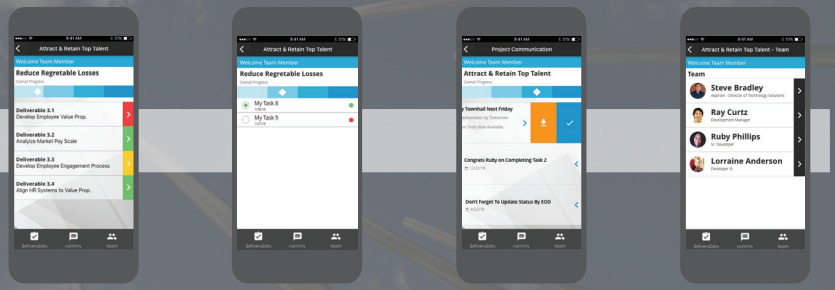
Accountability App

The accountability app enables you to track project progress and maintain communication with team members to make sure that they stay on track

LEADER VIEW



TEAM VIEW



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info@Aspirant.com
Aspirant.com