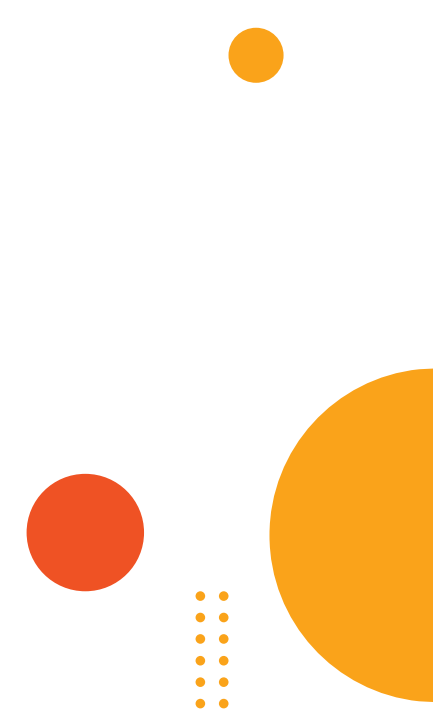




CASE STUDY

Creating an In-depth Competitor Profile for a Fintech Firm





OBJECTIVE AND SCOPE

The client, a provider of digital transformation solutions for financial enterprises, wanted to understand the business model of one of its competitors, a US-based global fintech company which is a leading digital solutions provider in the BFSI sector.

The objective of the study was to capture strategic information such as funding details, product portfolio, pricing strategies and licensing models which would enable the client to gain competitive advantage in the market.





APPROACH



We started by conducting extensive secondary research to get the desired information. We then reached out to stakeholders at various companies including the competitor's partner firms across locations to fill information gaps. A triangulation approach was also used to deduce some of the insights as the information was not readily available.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





IMPACT

The detailed analysis and profiling helped the client in:

- Learning best practices and use them to improve its existing processes and overcome challenges
- Increasing sales through better client acquisitions



SAMPLE OUTPUT

Location Analysis

➤ The company's location in ABC city has been a contributing factor towards its success. Key advantages include:

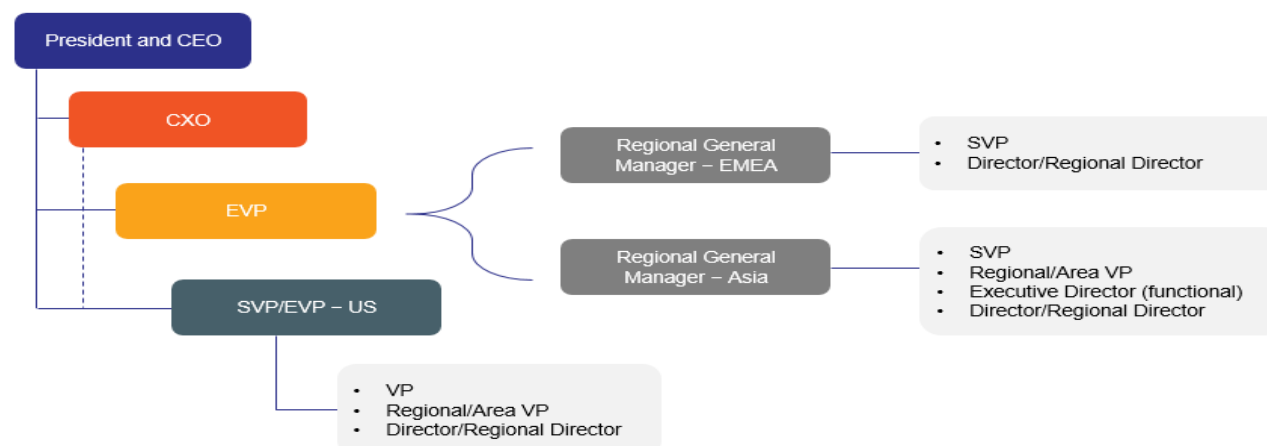


Advantages

- The lowest corporate tax rate in the US (2.5%). Exempt from sales and use tax for R&D activities for engineering and software publishing activities
- Most of the US employees have been recruited from the local university
- The company promotes area's amenities and quality of life as part of its recruitment efforts
- Accessibility of skilled personnel (IT, customer services oriented, and cost-efficient employees as compared to other states)
- Cost of living is low as compared with other major cities

Organisational Structure

Organisation's Structure




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