



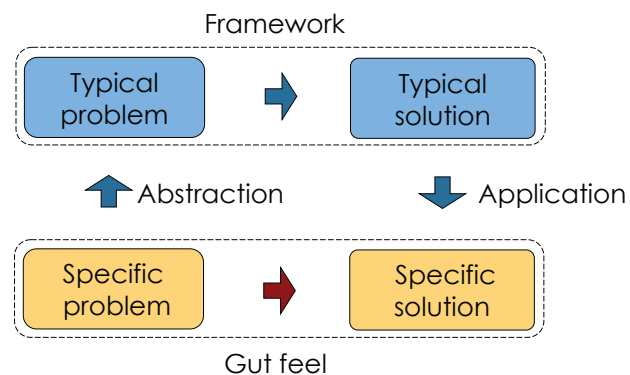
# MANAGING GROWTH BY MARKET EXPANSION

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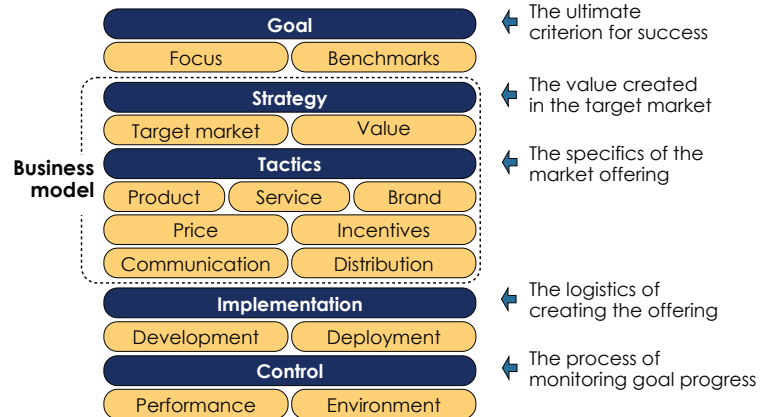
## Key Learning Points

- Use a systematic approach to solve business problems



## Key Learning Points

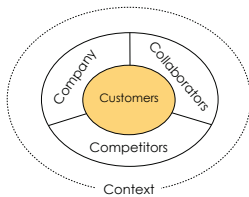
- The G-STIC framework offers a systematic approach to evaluate the viability of the market offerings



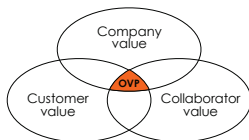
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## Key Learning Points

### The building blocks of a business model (Market Value Map)



Target market (5 Cs)



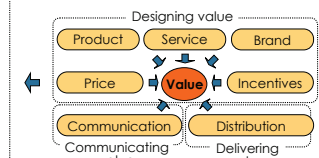
Value proposition (3 Vs)

Target Market	Market Offering
<p>What customer need does the company aim to fulfill? Who are the customers with this need?</p> <p><b>Customers</b></p>	<p>What are the key features of the company's product?</p> <p><b>Product</b></p>
<p>What other entities will work with the company to fulfill the identified customer need?</p> <p><b>Collaborators</b></p>	<p>What are the key features of the company's service?</p> <p><b>Service</b></p>
<p>What are the company's resources that will enable it to fulfill the identified customer need?</p> <p><b>Company</b></p>	<p>What are the key features of the offering's brand?</p> <p><b>Brand</b></p>
<p>What other offerings aim to fulfill the same need of the same target customers?</p> <p><b>Competitors</b></p>	<p>What is the offering's price?</p> <p><b>Price</b></p>
<p>What are the sociocultural, technological, regulatory, economic, and physical aspects of the environment?</p> <p><b>Context</b></p>	<p>What incentives does the offering provide?</p> <p><b>Incentives</b></p>
<p><b>Value Proposition</b></p> <p>What value does the offering create for target customers?</p> <p><b>Customer Value</b></p>	<p>How will target customers and collaborators become aware of the company's offering?</p> <p><b>Communication</b></p>
<p>What value does the offering create for the company's collaborators?</p> <p><b>Collaborator Value</b></p>	<p>How will the offering be delivered to target customers and collaborators?</p> <p><b>Distribution</b></p>
<p>What value does the offering create for the company?</p> <p><b>Company Value</b></p>	

Marketing Strategy

Marketing Tactics

Designing value



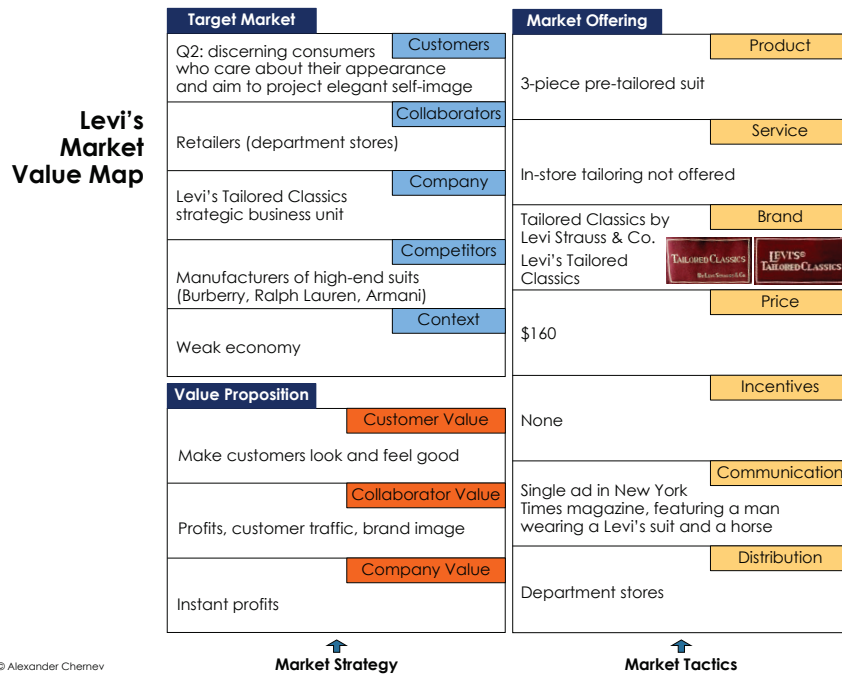
Market offering (7 Ts)

Communicating value

Delivering value

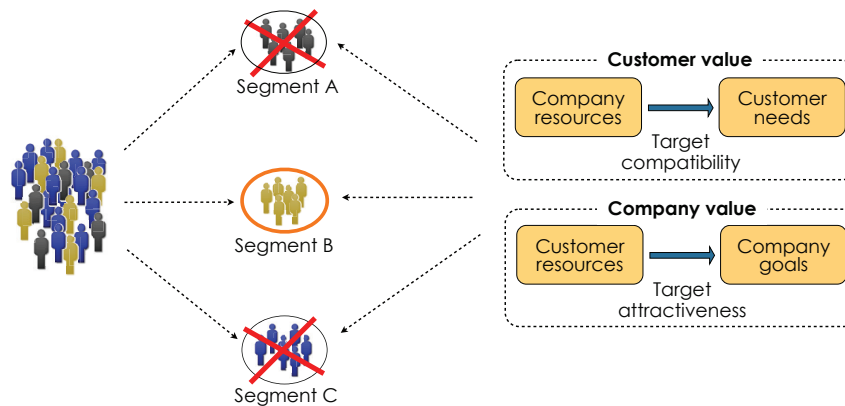
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## Key Learning Points



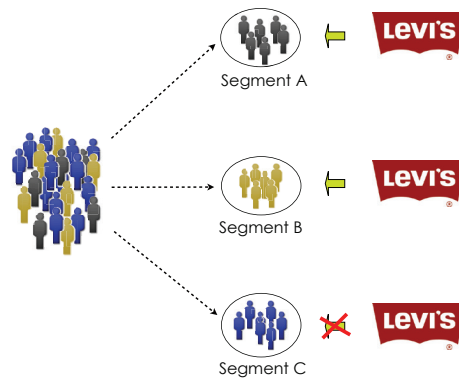
## Key Learning Points

- Select target customers for whom the company can create superior value in a way that benefits the company and its collaborators



## Key Learning Points

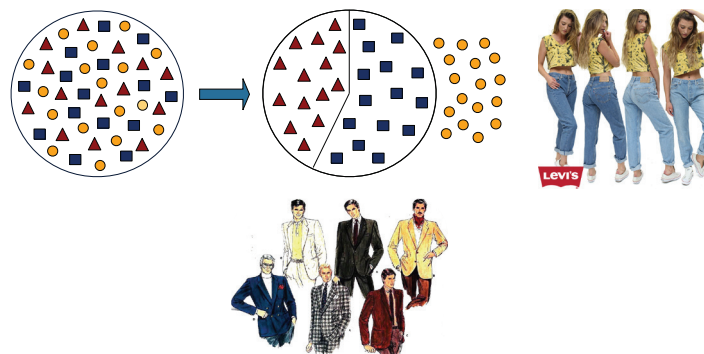
- A well-established brand can be a liability when targeting different customers



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## Key Learning Points

- Poor segmentation can result in overlooking strategically important customers



- Customer segments must be mutually exclusive and collectively exhaustive

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## Key Learning Points

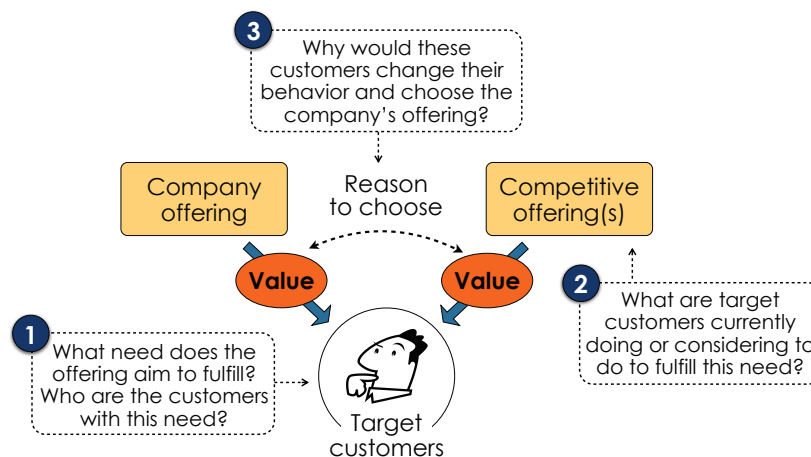
- Conduct marketing research to determine the viability of an offering *before* launching it



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## Key Learning Points

- Validate the customer value-creation strategy by answering the three key questions:



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