

Market entry assessment for a leading remittance and payments services provider

Helped the client expand service offerings and geographical reach

Helped identify KPIs and success factors to act as inputs for strategy formulation

Provided real-time contribution and worked in close coordination with the client's team to support business growth

Helped in identifying and evaluating strategic targets across geographies and markets

CLIENT CHALLENGES

- A remittance and payments provider wanted support to expand its products and services portfolio in emerging markets

OUR APPROACH

- Acuity Knowledge Partners' (Acuity) three-member FTE team supported the client's corporate strategy team based in the Middle East. Acuity supported the client on the following:
 - Macroeconomic profiling
 - Detailed macroeconomic profiling, including demographic dynamics affecting market potential
 - Evaluating the ease of market entry - statutory provisions regulating the business environment in the country
 - Competitor analysis
 - Key competitors, relative assessment, market shares and key initiatives
 - Performance benchmarking
 - Market study
 - Remittance market overview - detailed assessment of inflows and outflows, market size and growth potential
 - Brief analysis of the travel and tourism market - understand the scope and growth potential of the retail currency exchange business
 - Technology and financial infrastructure profiling
 - Technology and network infrastructure maturity - understand readiness for adoption of digital products
 - Financial inclusion profile of residents - reflecting untapped market opportunities

IMPACT DELIVERED

- Acuity supported the client in expanding its international remittances and payments offerings into new markets

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 400+ financial institutions and consulting companies through a team of over 4,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.