

# Market entry strategy for a prominent Middle-Eastern money transfer and payments provider

**25-30%**  
Cost savings

**10-12%**  
More time for core  
strategy

## CLIENT REQUIREMENTS

- Expand its international remittances and payments offerings into new markets, with a focus on [digital services](#)
- Key requirements were
  - Detailed [macroeconomic](#) profiling, including demographics and financial inclusion profile of residents - reflecting untapped market potential
  - Evaluation of the ease of market entry - statutory provisions regulating the business environment in the country
  - [Competitive analysis](#) - products, market shares, benchmarking
  - [Technology](#) and network infrastructure maturity - to understand readiness for adoption of digital products
  - Remittance market overview - assessment of inflows and outflows, market size and growth potential
  - Brief analysis of the travel and tourism market - to understand the scope and growth potential of the retail currency exchange business

## OUR APPROACH

- Pyramid-based offshore team setup based on the complexity of workstreams
- Well-structured training and roll-out plan
- Exhaustive desk research based on open sources and proprietary databases followed by analysis
- Close collaboration with the client's strategy team on projects to clearly understand requirements, discuss research approach and refine output and final delivery

## IMPACT DELIVERED

- Expansion opportunity identification: studied over 30 markets, reviewed over 50 competitors and evaluated over 10 targets
- Benchmarked and recommended the most attractive countries for expansion

- Setup a country benchmarking framework for constant monitoring of developments
- Tracked market developments and helped stay on top of competition, given better ability of the client's strategy teams
- Assisted the client teams in mapping white spaces and potential opportunities

### **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 350+ financial institutions and consulting companies through a team of over 3,000+ 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.*

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