

AN

INTERNATIONAL GROWTH STRATEGY



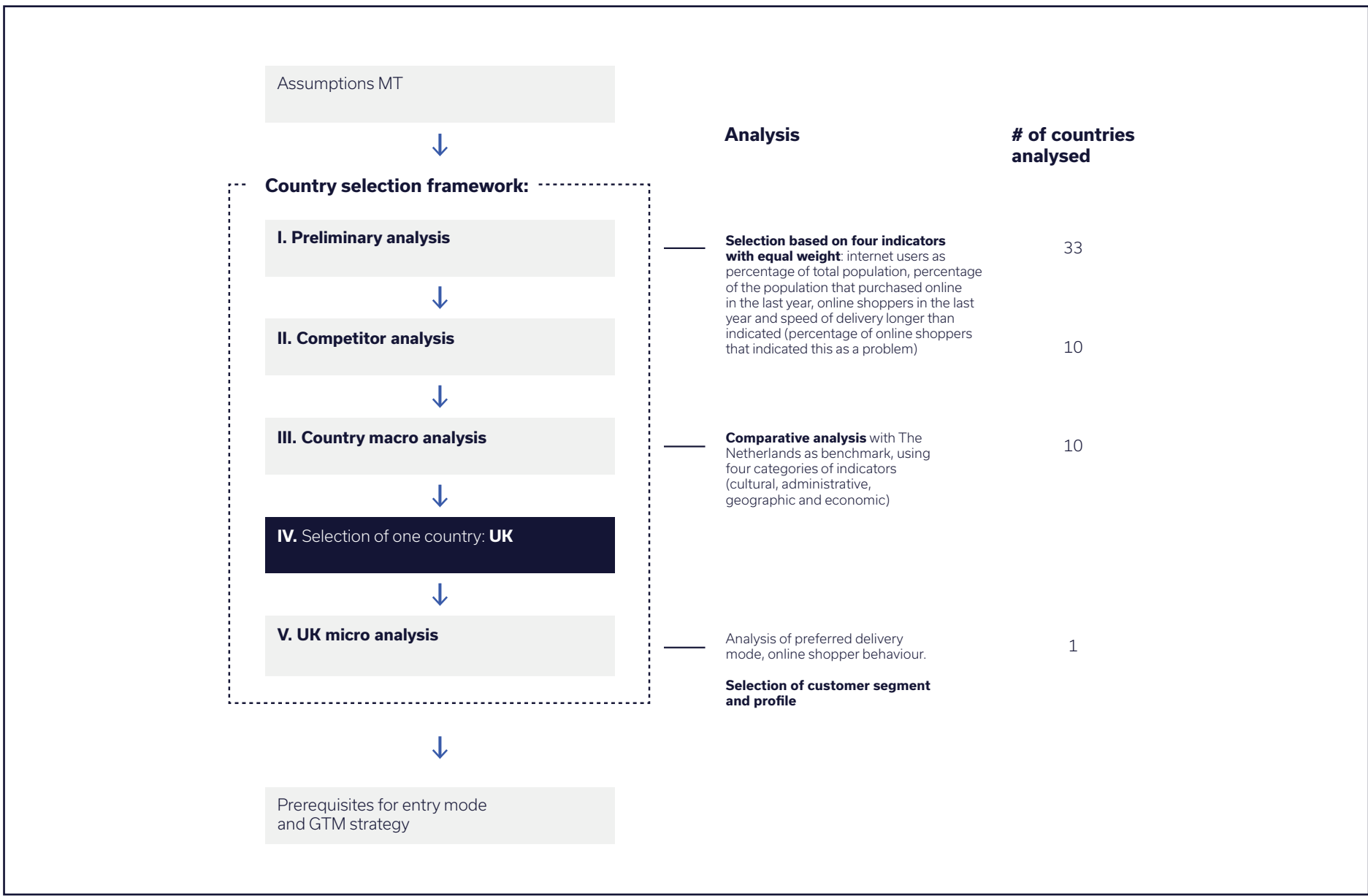
FOR A

FAST-GROWING LAST MILE DELIVERY PLANNING COMPANY

WHY?

Plotwise is a tech scale-up that offers a continuous planning API for last mile delivery. The company is successful in terms of its product-market fit. Hence, the management team wants to **rapidly scale the company** through signing new customers on the European market between now and 2022. Therefore, this research presents a **sales strategy** that guides Plotwise in conquering this international market space.

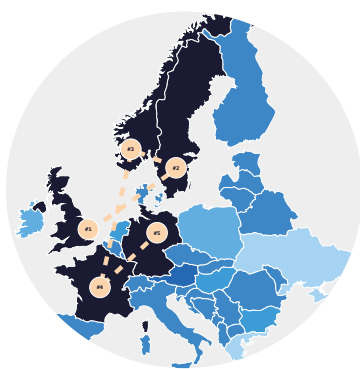
HOW?



The country selection framework



Qualitative internal analysis to understand company **strengths** and **weaknesses**. Quantitative and qualitative external analysis to understand context and market **opportunities** and **threats**.



Quantitative market analysis and selection through a self-developed **country selection framework**, resulting in a list of **10 countries to enter**. Subsequent research focused on one country: **the UK**.



Designing a **go-to-market plan** that included a customer and entry strategy, customer segment, customer profile and sales personas.



Adjusting the **company positioning** to fit to proposed target customers. Designing **sales tools** to **execute go-to-market plan** and to **improve the sales performance**.

WHAT?

NEW POSITIONING

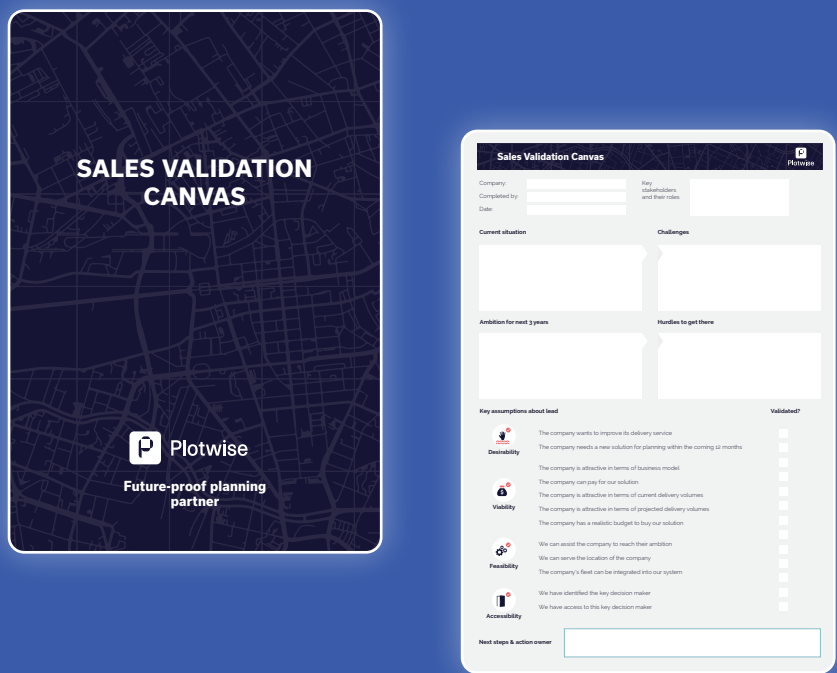


URBAN DELIVERY MATURITY SCAN



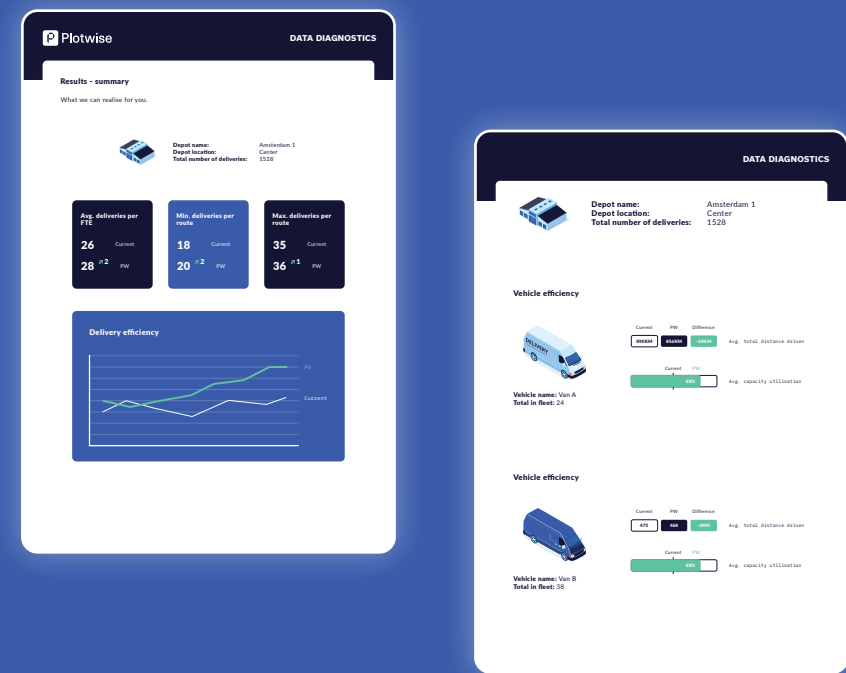
Improve market engagement, increase number of inbound leads.

SALES VALIDATION CANVAS



Improve internal knowledge management.

DATA DIAGNOSTICS SALES TOOL



Increase lead conversion through data-driven sales cycles.

M.D. de Graaf
"An international sales strategy for a fast-growing last mile delivery company"
January 29th, 2021
MSc Strategic Product Design

Committee
R.A. Price, Dr. (Chair)
H.J. Hultink, Prof. dr. (Mentor)
F. van Gageldonk, MBA (Company)

Company
Plotwise

