

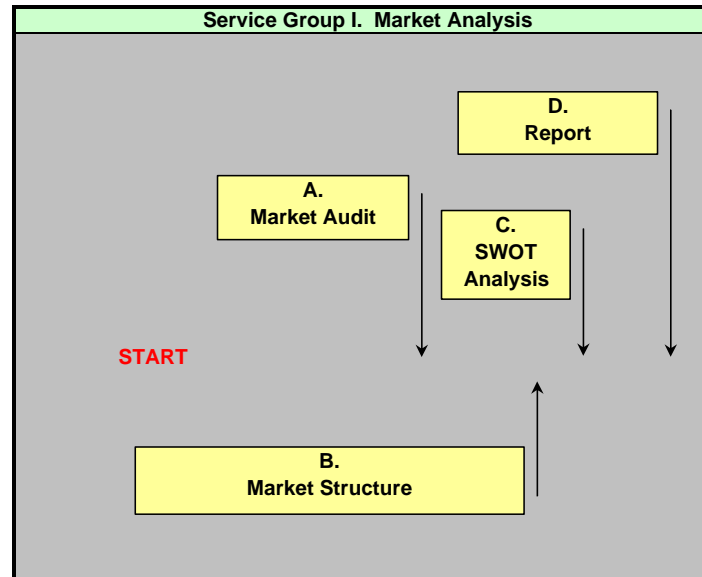
## World-Link Service Group I

This timetable reflects dates for **key deliverables**.

Dates may vary by project.

Some activities are sequential and others are concurrent.

See Master Project Timetable for details.



### Service Group I Key Deliverables:

#### A. Market Audit

- Market sizing and trends
- Competitive profiles
- New product activity
- Innovation history
- Pricing
- M&A activity/history
- Sales channel analysis
- JV/partnering/acquisition opportunities
- Market barriers and risks

#### B. Market Structure

- Market segments
- Brand attribute definitions
- Consumer attitude definitions
- Attitudinal mapping
- Brand mapping

#### C. SWOT Analysis

- Strengths, weaknesses of client vs. competition, plus opportunities and threats

#### D. Report

- Synthesis of key findings from Market Audit, Market Structure and SWOT, including identification and prioritization of opportunities