



# Business Consulting Services (BCS)

## Strategic solutions for enterprise growth

Business Consulting Services combines business, analytical and data consulting to address clients' *strategic* business issues in sales, marketing and innovation. BCS identifies and develops new growth opportunities and optimizes sales, marketing and innovation processes to maximize revenue, profitability and ROI. We integrate the disciplines of business strategy development and fact-based analytics to provide value-added management consulting services.

### We help you by:

- Identifying new and existing growth opportunities
- Providing critical roadmaps to ensure you achieve your goals and succeed in the marketplace.

By focusing on addressing two key questions, we can help you to optimally grow.

### Our 'Where to Play' offering helps to identify optimal growth opportunities against your pressing issues:

- How are my categories doing and what will be the growth for next few years?
- Where should I look for opportunities, new categories, need states or markets? How attractive are these?
- What are the next big growth opportunities in my portfolio of categories or in a specific category?

### Our 'How to Win' offering delivers specific solutions on how to capitalize on growth opportunities:

- What should be my optimum value propositions?
- How do I optimize my trade spend?
- What is my next big innovation platform or idea?

### Addressing critical business questions in the face of a tough economy

We provide specific solutions to address the impact of the economic crisis and ways you can respond.

We are uniquely positioned to help with your strategic issues:

- We are a one-stop shop for data, solutions and services – we combine advanced analytical capabilities with expertise in consulting practices
- We diagnose, model, predict and optimize not just hypothesize



- We develop multi-dimensional recommendations, not single-dimensionally like other consulting Firms
- Our consultants are seasoned and highly educated professionals with at least 10-15 years of experience, and any client team member has access to the highest levels of expertise within Nielsen.

The BCS approach integrates the disciplines of business strategy development and fact-based analytics.

Results are compelling business recommendations formulated on data driven insights about markets and consumers.

# Nielsen Forecasting Services

## Gain clarity of your category's future to make sound business decisions about your brands

Today, with an unstable global economy, companies' forecasting processes are coming under greater scrutiny than ever before. Management, investors and shareholders are demanding a view to the future, while finance departments grow increasingly hesitant to provide any numbers at all. Corporate confidence in traditional forecasting methods is dwindling while the need for these estimates, and an industry benchmark, may be greater than ever.

Nielsen's unique and proven approach to forecasting is now available to a much broader range of manufacturers and retailers than ever before through a new offering with options to customize based on specific needs.

## Nielsen "Custom" Forecasting Solution

Nielsen's advanced "custom" forecasting services can provide any level of granularity needed to determine the specific growth drivers at any angle you desire.

- Forecasts by brands/products, consumer need states, geographies, consumer segments, or channels
- Long term, short term, (from 1 month, to many years)
- Consumer trends identified from a database of over 400 trends, including demographic, macroeconomic, socioeconomic, consumer life style and health & wellness
- Forecasts specifically crafted to answer your strategic issues
- Designed, delivered, analyzed and assimilated into your company's forecasting infrastructure by Nielsen's own Business Consulting Services group



## Why Use Nielsen's Forecasting Services?

**Relevance:** Our methods are not static like most forecasting systems. Our models are dynamic and evolve as new variables become relevant

**Experience:** Who better to master the science of forecasting than the world leader in understanding consumer market trends

**Methodology:** For thousands of forecasts nearly 50% were verified/validated with less than 10% error

**Objectivity:** Nielsen category forecasts are the benchmark by which to compare your own brand forecasts

For more information contact your Nielsen Client Services Team or mail at [communications.in@nielsen.com](mailto:communications.in@nielsen.com)