

Case 2: Developing a go-to-market strategy for an online directory in Middle East (1/2)

Sector Consumer Internet

CASE STUDIES

Objective

The project aimed at developing a comprehensive go-to-market strategy for an online directory player

Approach

- Brainstorming session with management team
- In depth competitor intelligence activities and benchmarking
- Developing product and pricing strategies
- Developing detailed financial plan including investor pitch
- Monthly workshop with senior leadership

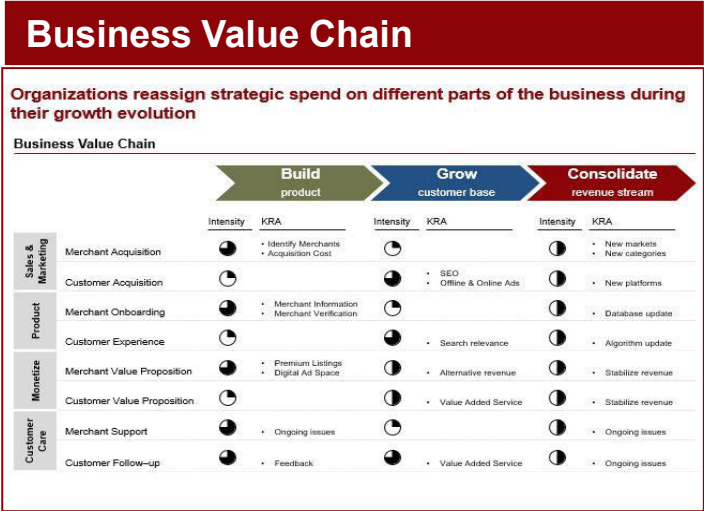
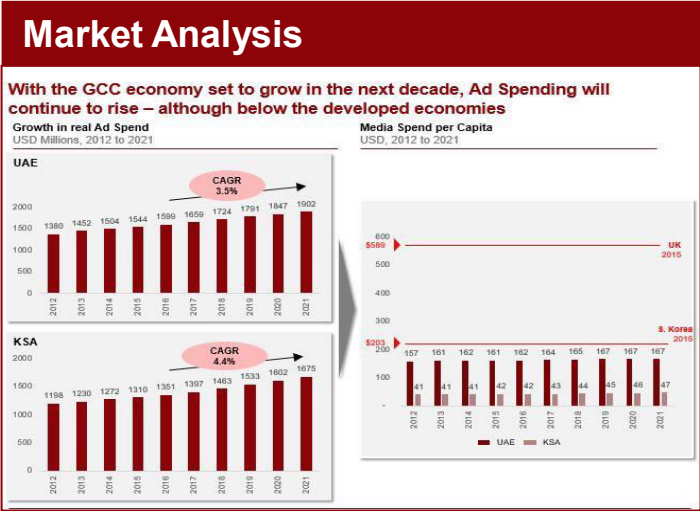
Result

RedSeer was able to help client to expand the online directory portal across geographies and reach to potential investors

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Competitor Benchmarking

AllDubai.ae needs to create a differentiated value proposition from its competitors

Website Features Merchants

Description	AllDubai	Yellow Pages	en3info.com	Loqinto	dubizzle	yelp	Yell
Value Proposition	Local Business Directory	Local Business Directory	B2B Business Directory	Event Planner	Online Classifieds	Online Classifieds	Local Business Directory
Unique Feature		Part of Local Search Association	Specialize in Building Materials & Equipment	Evolved from offline business	Part of local focused businesses – Yaboo	Focus on food and nightlife	Enables businesses to come online
Pricing							

