



STORM Approach Overview

Sustainable Trade Opportunities Realised through Mining Data

Customer Targeting and Profiling

1st Quarter 2022



Part of the Growthhorn
Sales Process Management
Service Offering

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- Critical Value Chain
 - Step 1 - Profiling & Targeting
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 - Step 4 - Loyalty Spectrum



Purpose and Objective

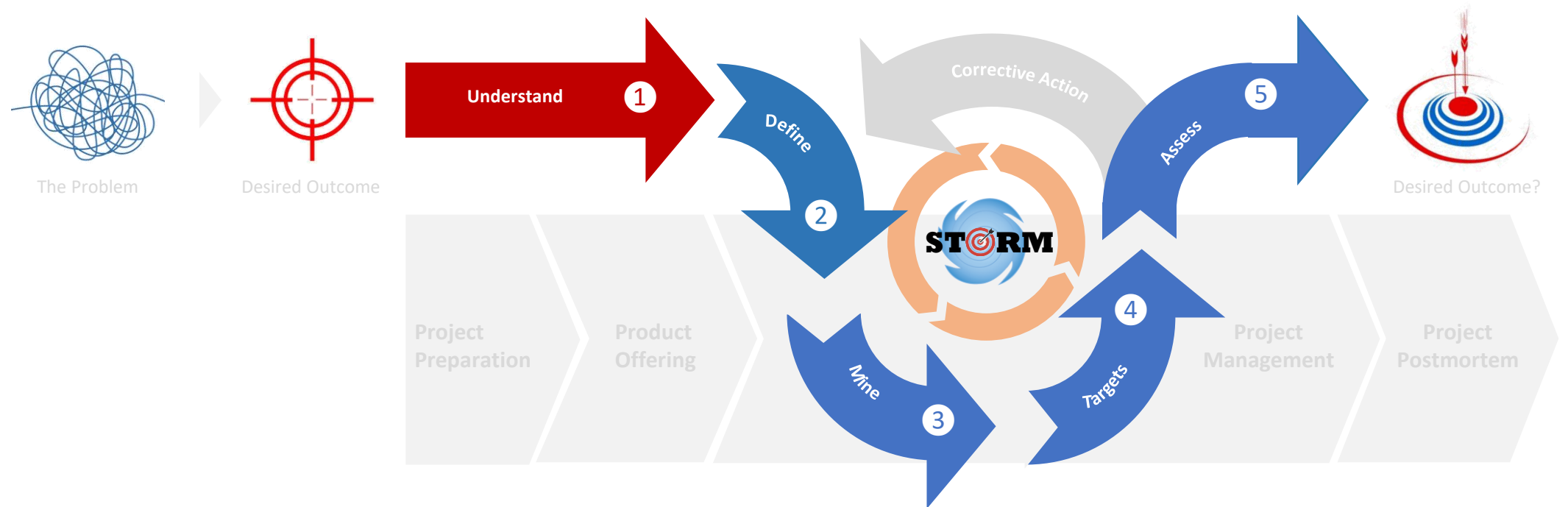
What are we trying to achieve?

- Identify importers and exporters that are aligned to your offering (proposed offering)
- Identify a compelling value proposition for these importers and exporters
- Identify these traders in the data
- Define a compelling value proposition for the Clearing Agent
- Use the data to identify Clearing Agents who have traders that fit the desired behaviour profile
- Find mutual beneficial outcomes for all stakeholders



The STORM Approach

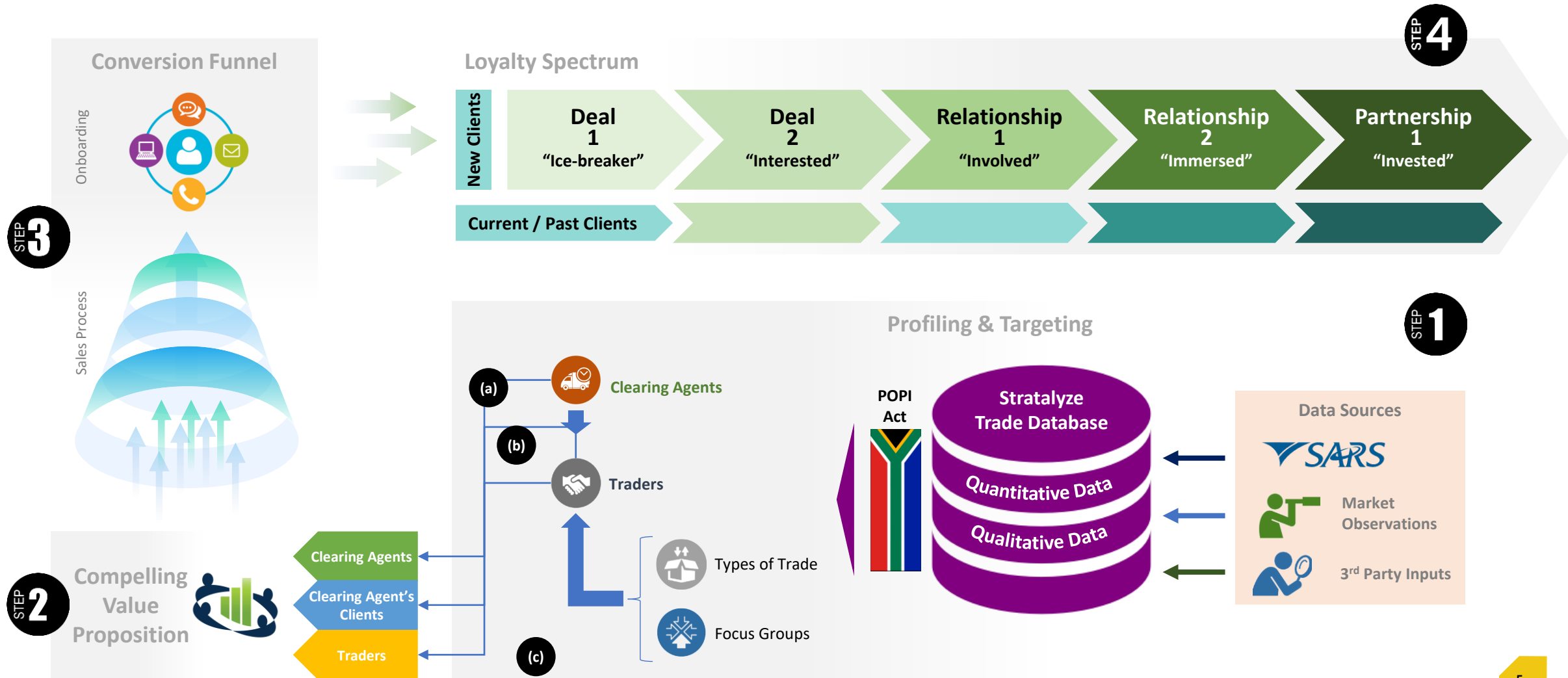
Using Data to Discover Real Business Opportunities



Sustainable Trade Opportunities Realised through Mining

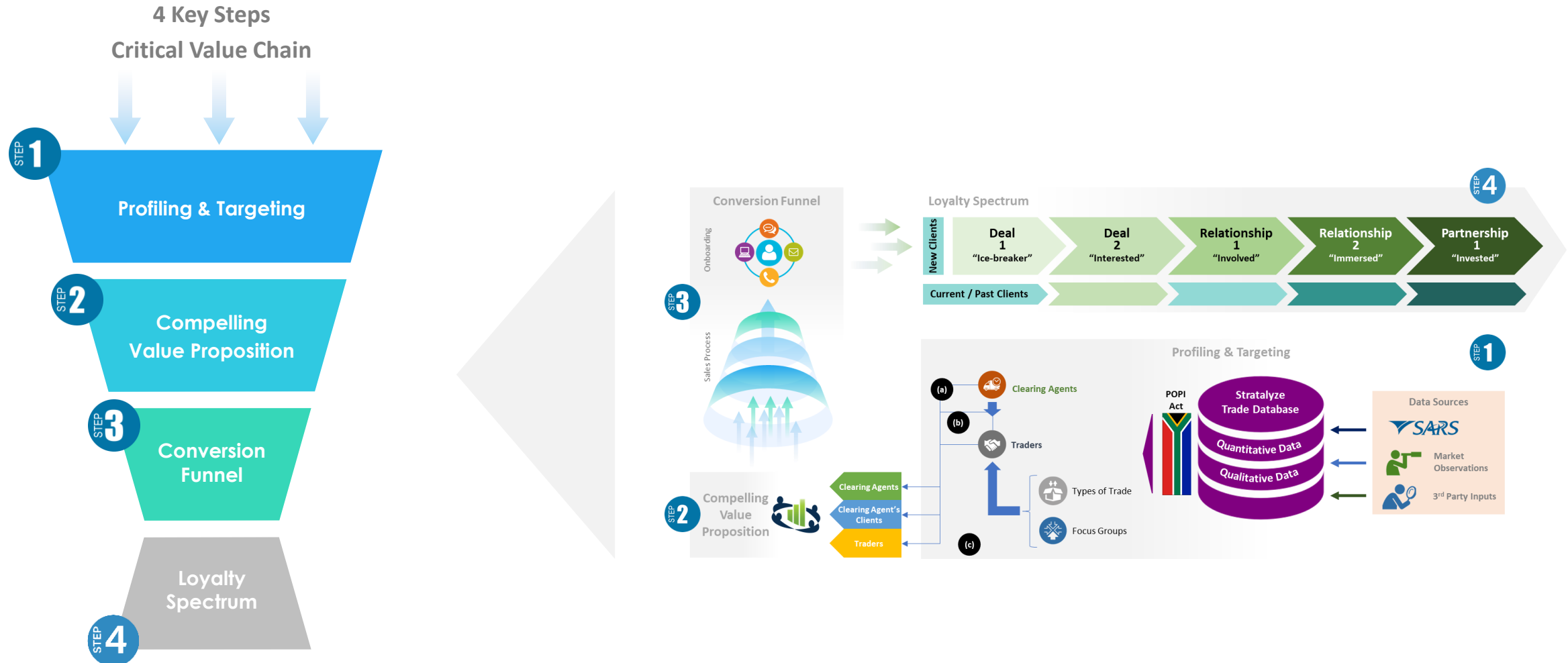
The STORM Approach

Using Trade Data to Drive Desirable Outcomes

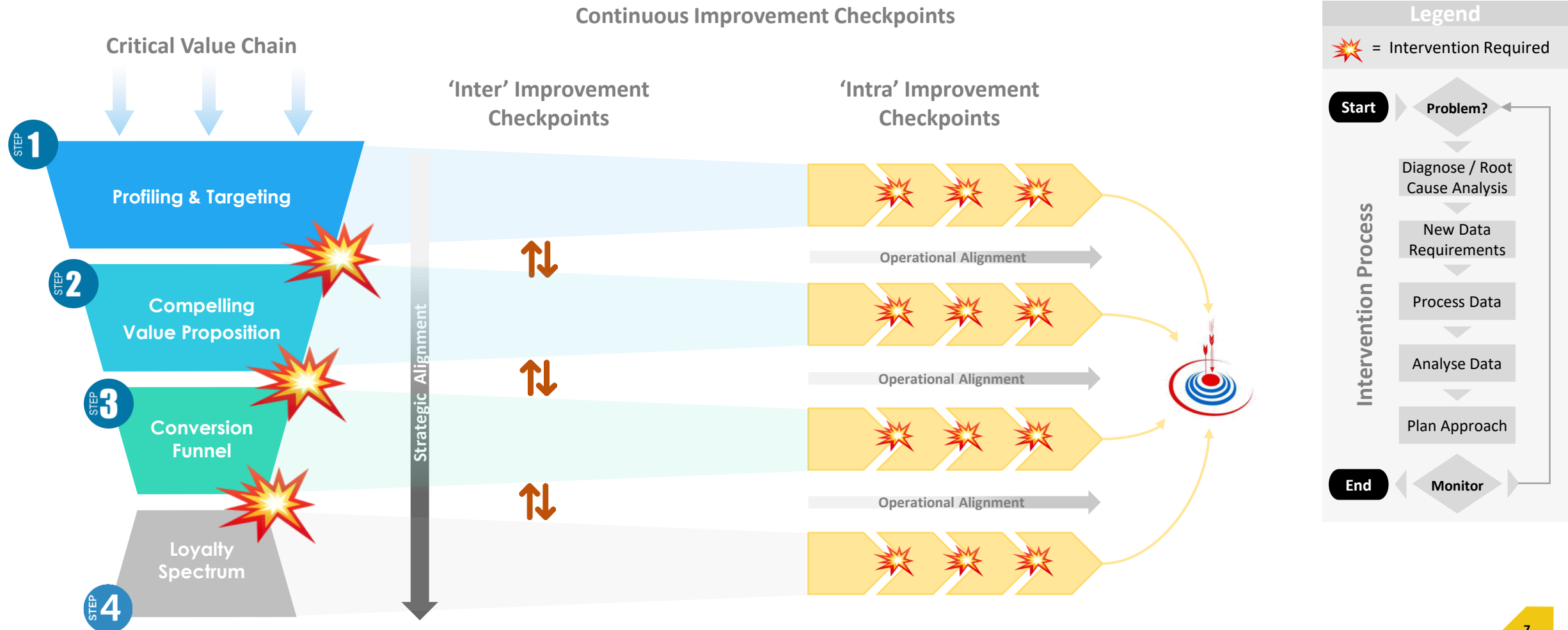


The STORM Approach

Using Trade Data to Drive Desirable Outcomes

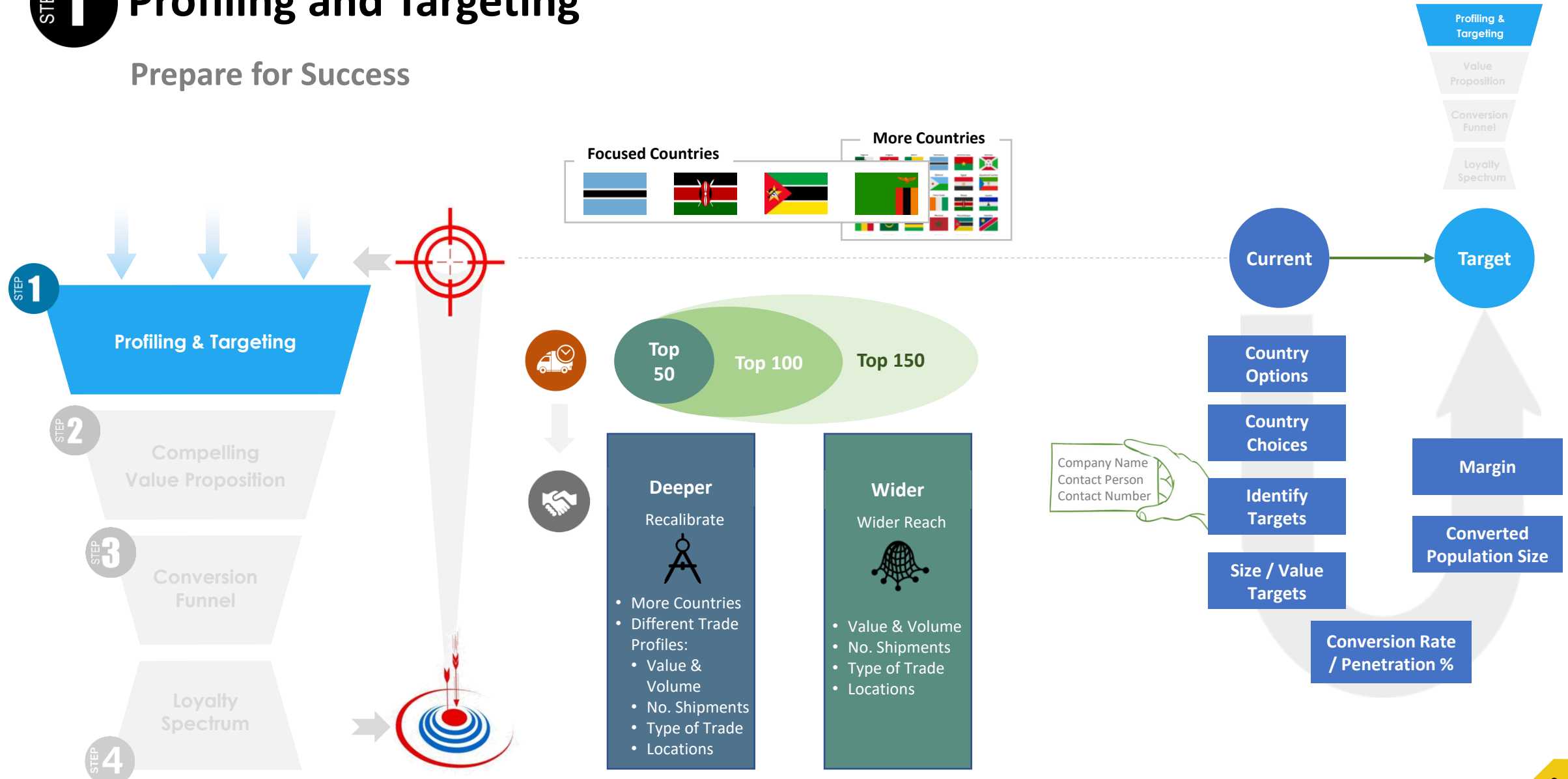


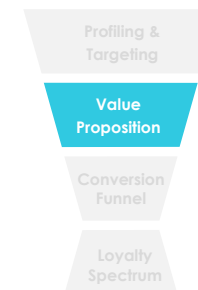
Continuous Improvement Roadmap



STEP 1 Profiling and Targeting

Prepare for Success





Value Creation



Clearing Agents

Profile	Attracted to: <ul style="list-style-type: none"> • High Volume, Value & Types of Goods • Dense Trade Routes • Extended Supply Chain • Customer Wallet Share • Credit and Cash Flow • Bank prices and terms
Triggers	<ul style="list-style-type: none"> • Get clients to buy more and sooner • Incentivise certain trade routes • Get clients away from competitors • Build loyalty • Improve their own terms

Clearing Agent's Clients

Profile	Attracted to: <ul style="list-style-type: none"> • Simplicity • Cross Border • Reliability and Predictability • Trust and Risk mitigation • Credit and Cash Flow • Bank prices and terms
Triggers	<ul style="list-style-type: none"> • Dissatisfied with current bank • Looking for better rates and terms • Bank presence in countries that they trade with

Traders

	Customer in the Chicken Industry
	Customer in the Cement Industry

Value Capture

Now

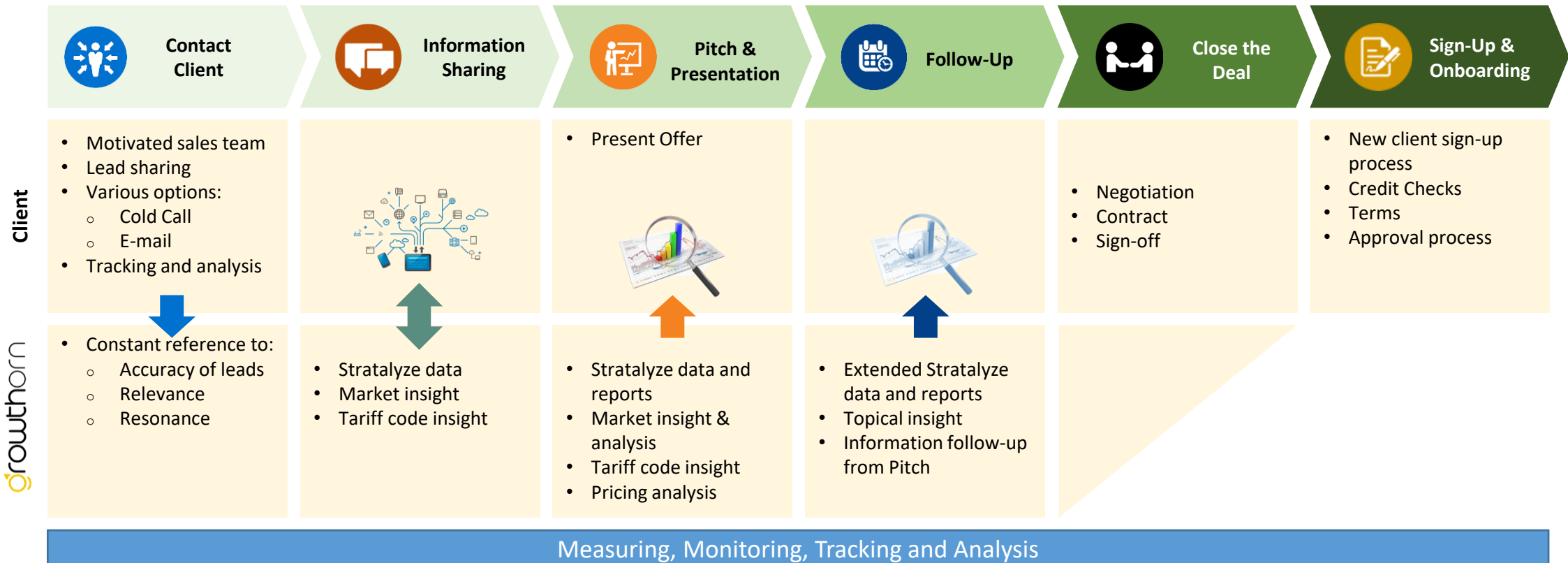
- Boost forex revenue fees
- Meet targets
- Win new clients

Near Term

- Establish a winning business formula
- Broaden the client base and network
- Establish a reputation and profile

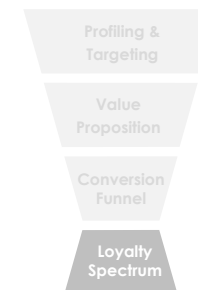
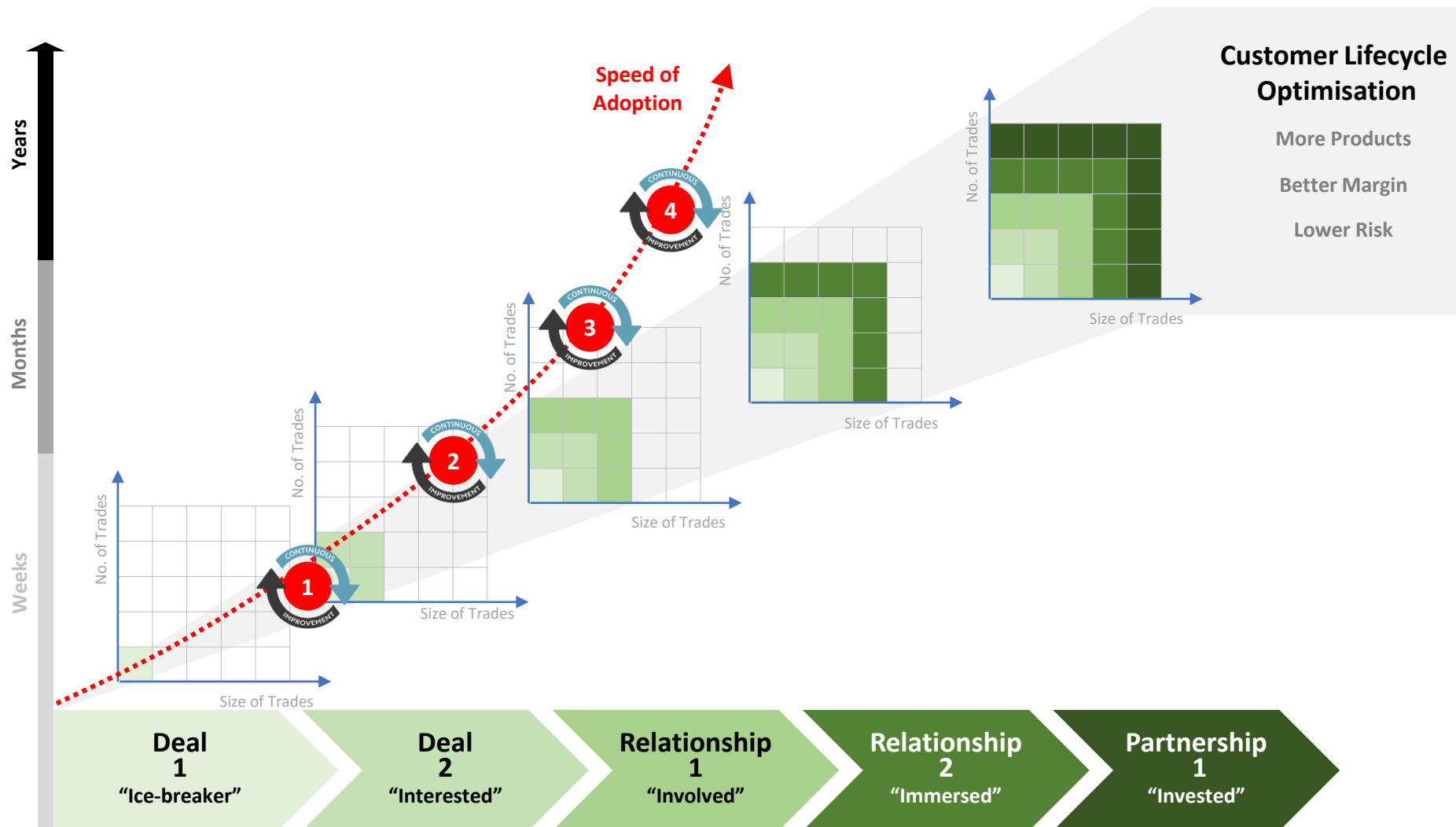
Longer Term

- Loyal and growing clients
- Clients adopting new products and services
- Clients that are of the desired profile – country, behaviour, risk profile



STEP 4 Loyalty Spectrum

Embedding Customer 'Stickiness'



Contact Details

Get hold of us to find out more.....



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Other Consulting Offerings



Sales Process Management

- Build a predictable, measurable and sustainable sales process
- Improved sales conversions and relationship building
- Enhanced service delivery and customer satisfaction



Project Delivery

- New product development – cradle to ‘cradle’
- Help with entry into new markets and new routes to market
- Wicked problem solving and facilitation



Growth Management

- Identify and define approaches to grow existing and new markets
- Identify and define approaches to row existing and new products
- Innovation and disruption



Value Management

- Lean process and waste management
- Streamlined costing
- Pricing and optimal revenue management
- ‘More-with-less’ leverage philosophy



Performance Management

- Strategic and operational alignment
- Strategic objectives and KPIs
- Scorecards, dashboards and measurement
- Gap analysis
- Processes and projects