

LEA Global

Segmentation, Targeting, and Positioning of Our Clients | Strategic Overview

22 March, 2023



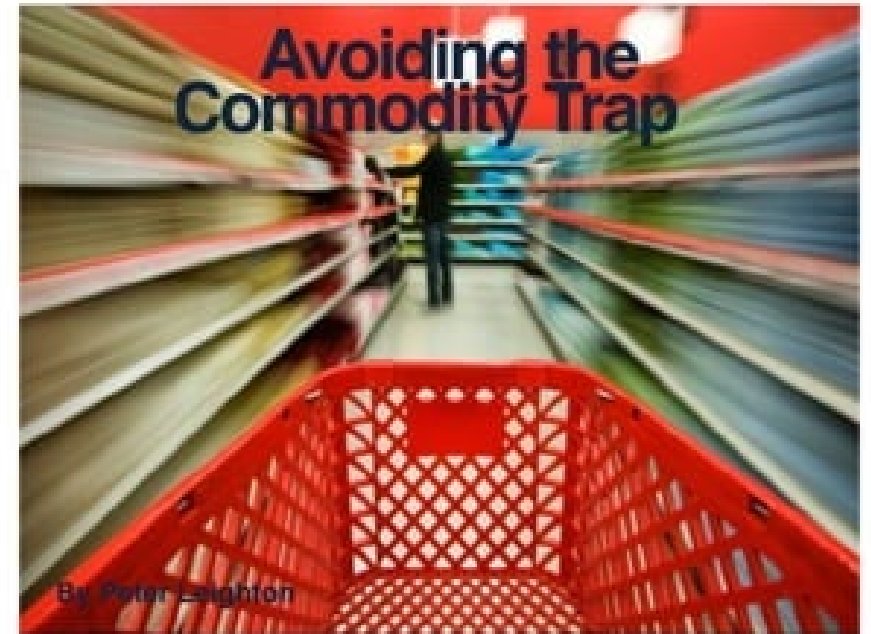
Rising Star Association



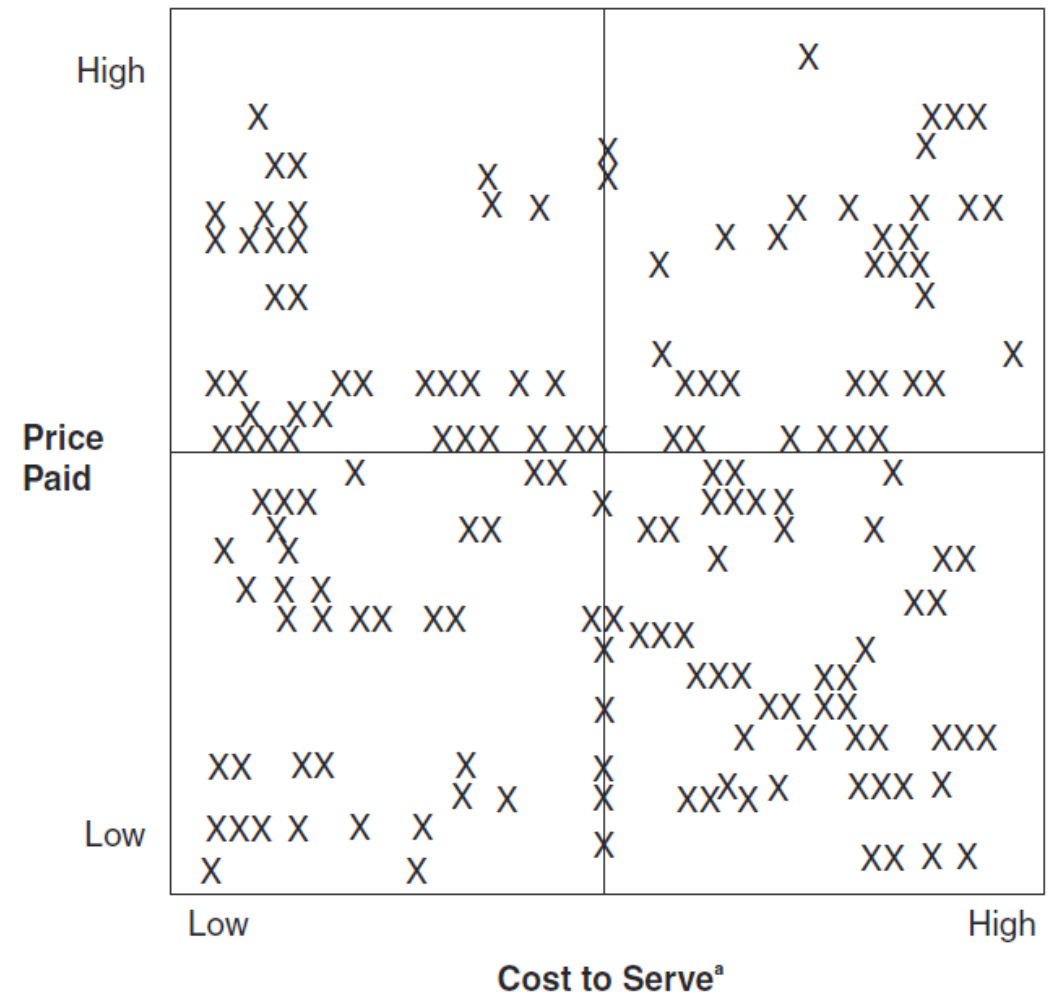
INTERNATIONAL ACCOUNTING BULLETIN

Beating the Commodity Trap

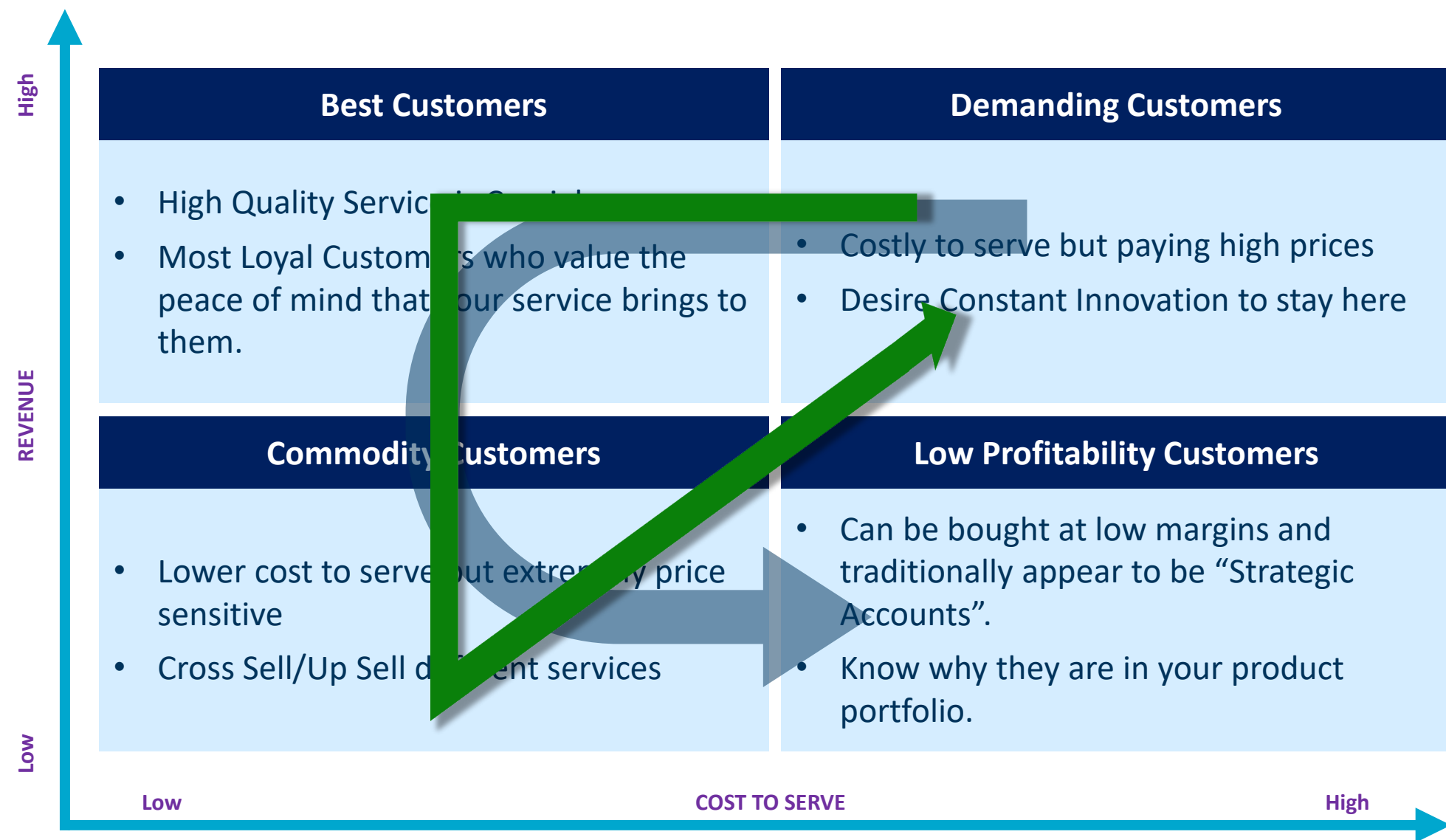
Customer “Segmentation”
“Targeting” & “Positioning”



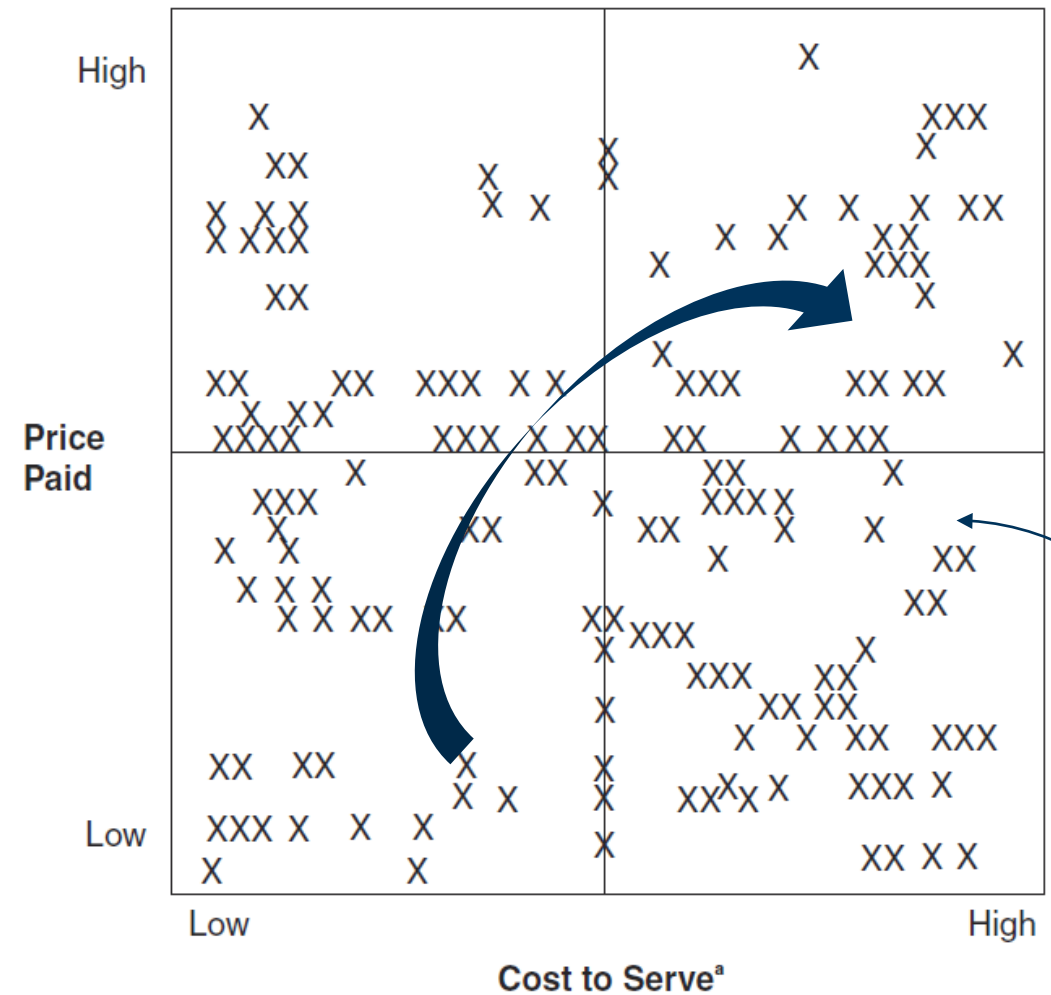
Customer Segmentation: Identify Your Customers & their Position



Cost to Serve - Boost Profitability and Optimize High-Cost Processes



Customer Segmentation: Identify Your Customers & their Position



- why despite knowing this segmentation, most companies do not understand the strategy:-*
- make sure cost allocation basis is very clear and apparent : measurement issues
 - incentive mis-alignment and "any business is good business"
 - identify the cost structure of the business, fixed costs are not identified clearly : wrongly identify costs as variable but they are not actually variable (Talent on bench).
 - Professional Services Business : we don't have the ability to say "No".

Strategic Accounts or Legacy Accounts

- Identify how much do they actually contribute to the “referencability”
- “Scope Creep”

QnA

