

# Geographic Expansion Opportunities for Entertainment Company

- ➔ **Client Objective:** One of the leading entertainment companies wanted to short-list and prioritize the most attractive countries for their geographic expansion plan
- ➔ **Grail Research Approach:** Constructed a comprehensive excel-based model with information on several countries across relevant parameters; the most attractive countries for the end-client were short-listed and studied in detail, both qualitatively and quantitatively



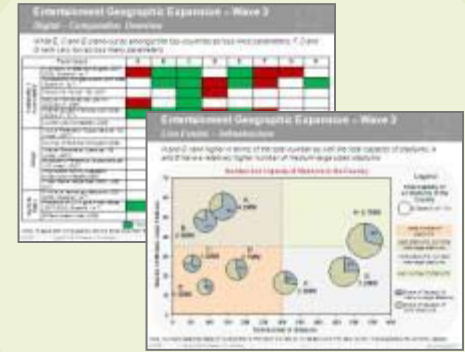
*Collated relevant data from a comprehensive set of sources and designed Z-score modeling to screen out 30 countries from the initial list of 80*

**1 Week**



*Took more indicators into consideration to further analyze and short-list countries from Wave 1; 8 out of 30 countries were short-listed for the study*

**3 Weeks**



*Thoroughly profiled 8 potential countries; analyzed and highlighted the attractiveness of each country*

**2 Weeks**