

Case study: line of credit (LoC) strategy support

Brief



- Optima were engaged by the client to provide **validation and material** to support the creation of an LoC strategy paper.
- A **pan European rollout** was targeted but the initial focus was the launch in 8 markets.

Approach



- We supported the **delivery of the LoC strategy** paper by providing:
 - Optima's **data sources, proprietary research** and additional desk research/ interviews to provide **insight and validation** of the LoC opportunity in the target markets.
 - Provide support of the LoC proposition, positioning and items for approval in the paper.

Example material



Results & impact



- The strategy pack we created gave **insight into all elements of proposition**, customer journey, market overview and sizing, competitor landscape, **risk considerations** and pilot launch plan recommendations.
- As a result of assisting in the detailed market and product "pilot" and launch strategy Optima were **subsequently engaged** by the client to create a bespoke line of credit profitability model.