



## THE STRATEGY EXPERT®

### **Organization**

Cosmetics Manufacturer

### **Situation**

A 500-person cosmetics manufacturer in Eastern Europe was interested in expanding into the United States but lacked country, industry and cultural knowledge to do so.

### **Solution**

We traveled offsite and met the client at a secluded beach location in Thailand where we provided an extensive two-day industry briefing of the cosmetics industry in the United States. Based upon the market (number of competitors in the marketplace) and industry standards, and regulatory concerns, it was advised that the company pursue other geographic areas other than the United States.