

SCENARIO-DRIVEN MARKET OPPORTUNITY ANALYSIS

Market opportunity is a key factor to consider when enterprises formulate business strategies. However, the market is becoming increasingly complex as new technologies are developed and offered to satisfy the diverse demand of new-generation customers.

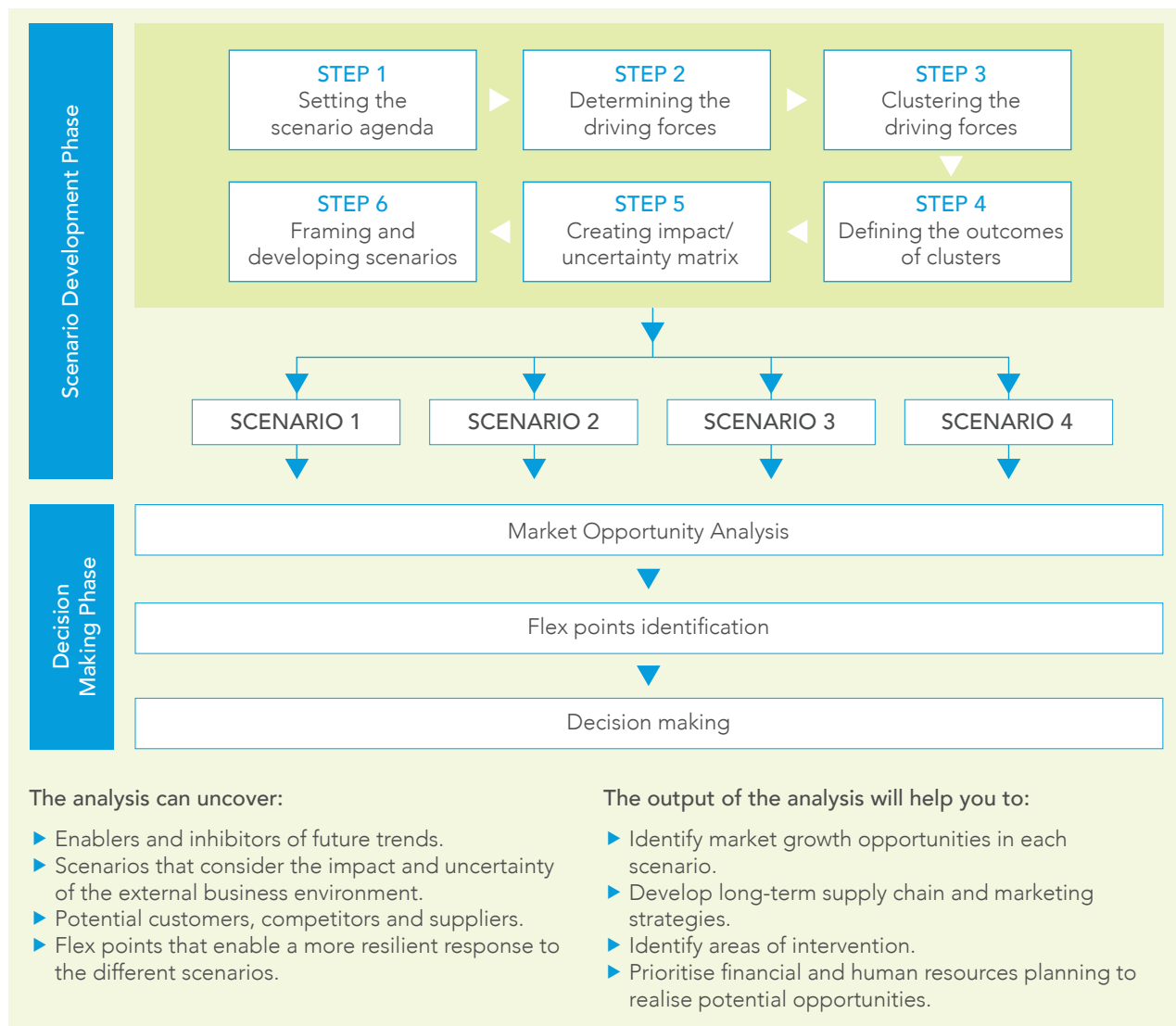
Furthermore, disruptive events such as Covid-19 put many businesses in danger as planning must respond to the crisis and be adjusted to a new reality. The only certainty is that opportunities and challenges always coexist.

This forces businesses to consider broader future scenarios to analyse market opportunity, make priority lists, understand risks and focus on promising initiatives for each of them. Only by doing this, can sustained profitable business growth be achieved.

The Supply Chain Resilience Hub: Scenario-driven market opportunity analysis methodology has been developed to help enterprises identify these opportunities. It uses a structured approach that gives practitioners a richer picture of factors that influence their business through in-depth internal reflection and external research.

Moreover, it enables firms to identify potential turning points in each scenario, helping them maintain a proactive approach in the face of any uncertainty.

Scenario-driven Market Opportunity Analysis Framework



The Supply Chain Resilience Hub is part of WMG at the University of Warwick and supported by the WMG Centre High Value Manufacturing Catapult.

An academic department of the University of Warwick, WMG is a world leading research and education group.

WMG has internationally recognised facilities and expertise in supply chain operations and organisational transformation. Our supply chains research group applies customer responsive supply chain theory into practical solutions that generate both economic and societal value.

Collaborating with industrial partners, we seek to resolve complex business and organisational problems across agrochemicals, automotive, defence, consumer-packaged goods, retail and pharmaceuticals.

To find out further information on how the methodology can help you, get in touch with our team at

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