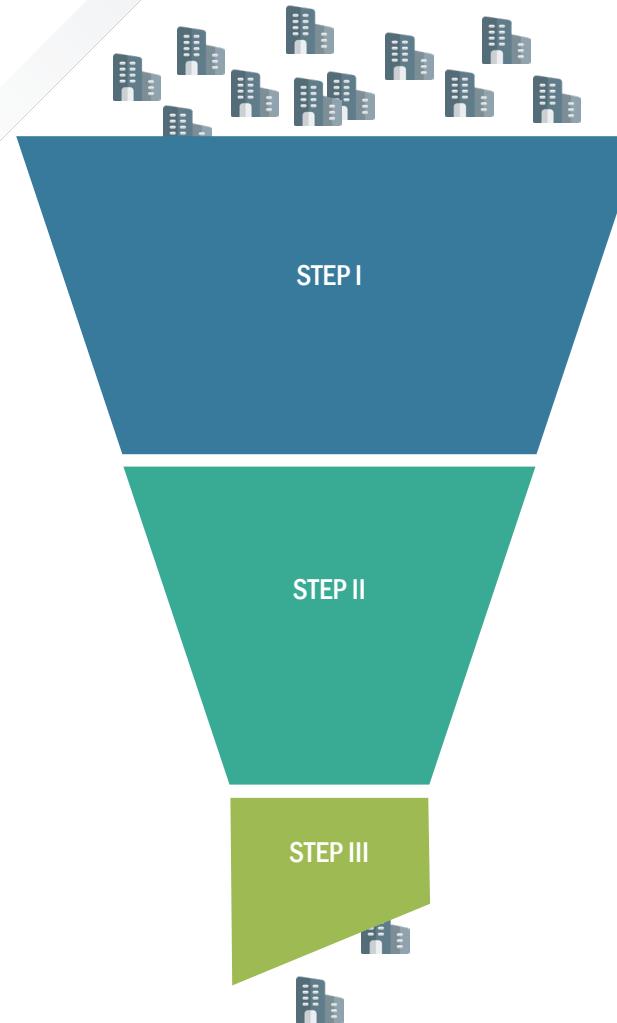


# 3-STAGE PROCESS TO IDENTIFY LIST OF POTENTIAL CUSTOMERS



NEW ACCOUNT LIST AND  
ALLIED DETAILS



## APPROACH

Focus on number of companies by region and/ or service/ solution offerings

All the companies are involved in the market and services/ solutions of interest to client

Comparison of master list to client's primary criteria to determine more attractive targets

Quantitative and qualitative analysis to determine more attractive targets for more detailed analysis

Quantitative and qualitative analysis to determine most attractive targets for due diligence



## DELIVERABLES AT EACH STAGE

- Scan **XX+** companies offering products and services in the industry of focus for client
- Identify over **XX+** companies that are relevant to client based on the prerequisites/ guidelines from the client
- A final long list of **XX-XX** companies that conform to the client's primary and non-negotiable criteria

- Shortlisting framework to assess the companies based on the shortlisting criteria on the revenue, growth rate, % contribution from products/services, % contribution from target geographies, etc. \*
- Basis above criteria, MnM suggests **XX-XX** targets

- MnM & Client Co. to decide on the final list of shortlisted companies

- Detailed analysis to assess the companies based on the shortlisting criteria based on the revenue, growth rate, % contribution from products/services\*

\*MnM and client to jointly finalise on evaluation criteria