

B2B CLUSTER



1. FOCUS & CONQUER

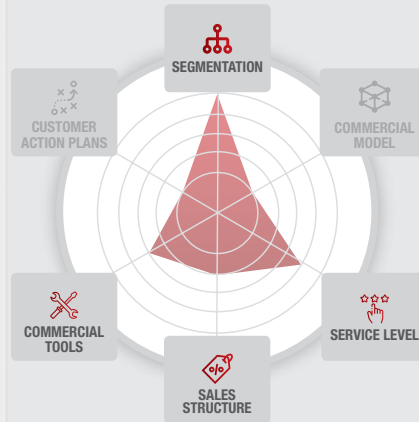
Multisector Complementary Offering Innovation Differentiates

- Accommodation
- Administrative and Support Services
- Educational Services
- Logistics Operators
- Paper Manufacturing
- Plastics and Rubber Products Manufacturing
- Real Estate
- Rental and Leasing Services
- Transportation Equipment Manufacturing (Motor Vehicles)

CHALLENGES

- **Different needs and opportunities among sectors:** client needs are many and varied
- **Product has limited impact on business solutions:** your clients have many choices
- **Low-entry barrier:** you have many competitors with similar products

PRIORITY TOOLS



SOLUTIONS

- **Define your target sectors:** evaluate opportunities; where can you “win”?
- **Specialize by sector:** tailor commercial models and service precisely
- **Focus on customer solutions and experience:** focus on solutions, not comparisons
- **Create entry barriers:** go the extra mile