



Portfolio Management

Information
Brochure

Identifying strengths and weaknesses in portfolio management

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Why invest in optimizing your portfolio management?

Firms that have the right processes in place to allocate their innovation resources effectively, create stronger new product portfolios, and have a better overall market performance.

- What:** Firms wishing to stay profitable in the short term while achieving long term growth are dependent on developing and launching the right sets of new products and services for the right markets. Portfolio management is the strategic decision-making process through which a firm allocates resources to maintain existing and develop new products and services.
- Why:** Research has shown that portfolio management represents one of the most important strategic decision-making processes for firm success, but also one of the most difficult ones. In fact, firms that are not effective in portfolio management struggle with portfolio overload, strategic discrepancy between their corporate ambitions and innovation activities, and suffer decreased overall performance.
- How:** It has been proven that firms that have the right processes in place to make effective portfolio management decisions, create stronger new product portfolios that are in line with market needs, and have better overall market performance. Based on a decade of in-depth research with more than 200 firms, Dr. Ir. Linda Kester has developed a unique model to create a blue print of a firm's portfolio management processes in relation to portfolio success and market performance. The analysis identifies strengths and weaknesses and how these ultimately affect innovation success and market performance.

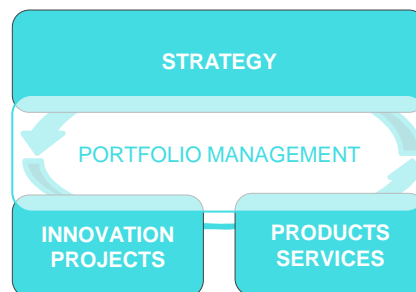
Awareness about strengths and weaknesses in portfolio management is the first step towards making and implementing more effective strategic innovation decisions!

Identify and benchmark strengths and weaknesses in portfolio management to achieve better market performance

The construction and installation industry is one of the industries that has been hit hardest by the worldwide financial crisis since 2008. Resources are scarce, while fast changing environments and fierce competition demand firms to develop technological and market driven innovations that solve (complex) customer needs. Incremental innovation has for long been sufficient to survive and grow. However, times have changed, and firms are being forced to collaborate, enter new markets, and develop high impact integrated solutions to maintain and grow their business. In other words, effective portfolio management processes are of vital importance within this industry.

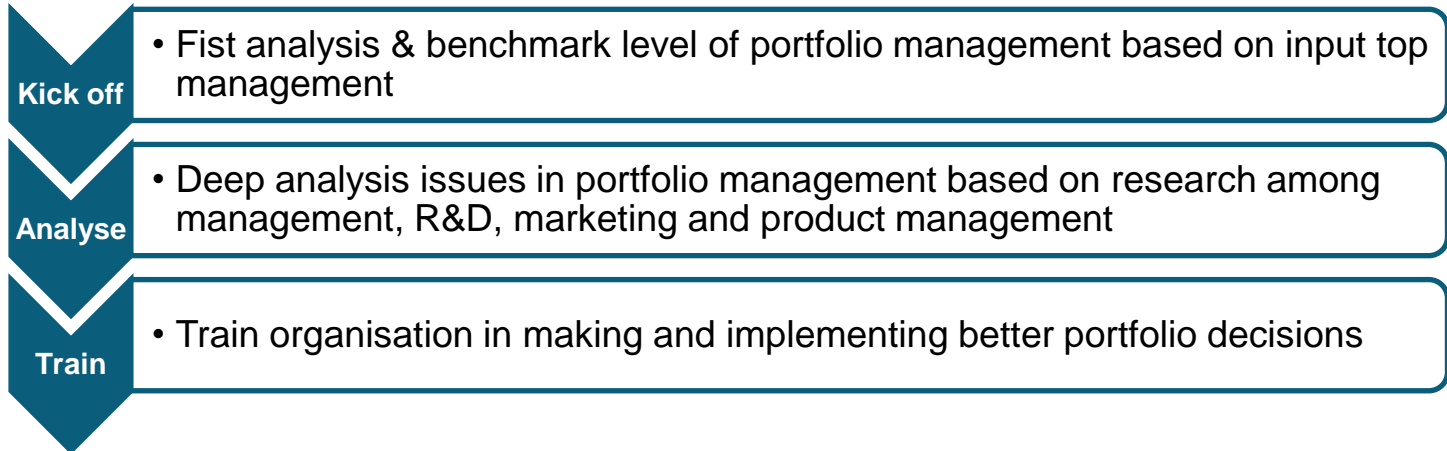
USP is the market specialist in the construction and installation industry and is committed to help the industry advance towards a market driven approach in strategic decision making and innovation. Dr. Ir. Linda Kester, founder of Sincer and leading academic expert, is committed to help companies improve their strategic innovation decisions through the development and implementation of effective portfolio management processes.

By initiating a comprehensive European benchmark study, USP and Sincer collaborate to provide insights into the strengths and weaknesses of the construction & installation industry on strategic innovation portfolio management. This will not only allow players in this market to benchmark their own performance against that of peer companies, we will also provide insight into how the entire industry is performing compared to other industries.

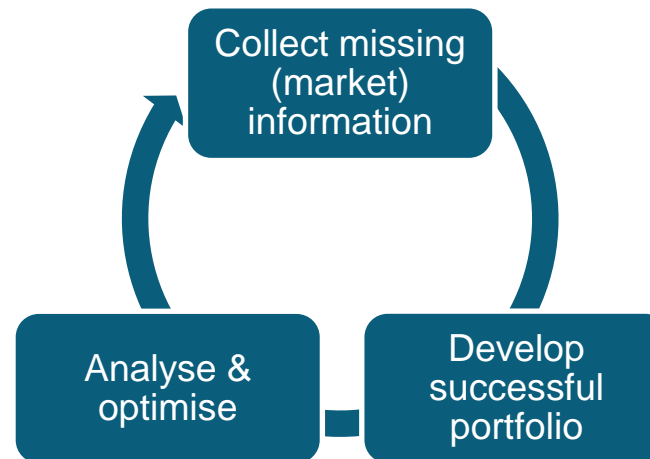


The process of optimizing your portfolio management

SET UP



IMPLEMENT



Sincer: The Portfolio Management Expert

Sincer is founded on the ideology to build bridges between academic research and company practice. We draw from rigorous research to develop, share, and implement knowledge that helps organizations to be more effective in portfolio management and strategic innovation. Don't expect politically correct answers, but critical insights that help you to actually improve.

Over the past decade we have worked with more than 200 senior managers across a wide range of industries to develop and translate strategic focus into strong new product and service portfolios that improve long term performance.

WHY



RESEARCH

Which factors influence portfolio management success and how?

DEVELOP

WHAT



TRAINING

Make and implement better portfolio decisions

SHARE

HOW



CONSULTING

Develop successful portfolios that improve firm performance!

IMPLEMENT



Market specialist

- Market specialist in the construction, installation & energy, DIY, finishing, real estate and housing market since 1993.
- 70 experienced employees.
- ISO 9001 & ESOMAR.

Full service

- Call centre with 50 seats.
- Online B2C panels.
- Group discussion facilities.
- Qualitative and quantitative market research.
- Extensive international network of fieldwork partners.

Focus

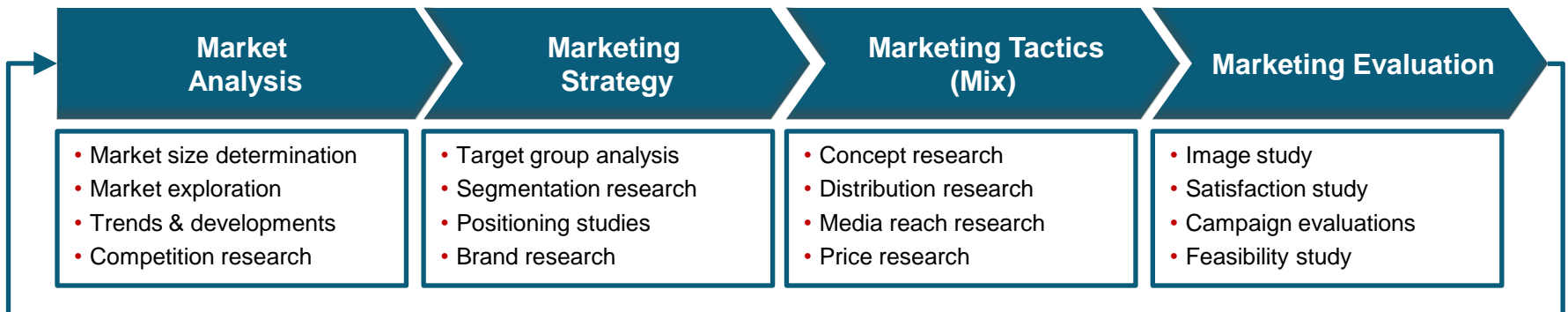
- Consultancy based dedicated market research from a clear market specialisation in the construction, installation & energy, DIY, finishing segments.

International experience

- 70% of our turnover comes from international project.
- Recent research projects in France, the UK, Belgium, Germany, Spain, Italy, Scandinavia, Eastern Europe and China.



MARKETING MANAGEMENT PROCESS



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