
Background

In 2023, a global French company was looking for ways to accelerate profitable growth through better resource allocation.

Approach

Tellusant worked with senior management to predict where markets (country /category /sub-category combinations) are heading on a 5–10-year basis.

The quantitative findings were implemented in **Polu-Sim** so that the client's strategic planning team can update the predictions without substantial contributions from **Tellusant**.

Outcome

Growth opportunities were identified and prioritized for future resource allocation decisions. The opportunities were explained not only in volume and value terms, but also what strategic levers should be pulled, from marketing priorities to government collaboration.
