



## THE MERCATUS GROWTH MAP

Success in the marketplace comes from command of the key customer and economic variables that drive performance. Four areas require focus – Customer Experience, Customer Acquisition, Operating Productivity, and Relationship Value. Within each of these four performance areas, the underlying variables need to be identified and harnessed. Marketplace success is achieved through understanding each of the key variables, and engineering the business system required to make profitable market share gains.

At Mercatus, we offer our growth map as a vehicle for you to manage your business. We seek to achieve the degree of transparent granularity required to confidently manage. Applying our growth map to your business, you will find both new sources of growth as well as renewed confidence in your ability to execute.