

# CPG's Strategic Competitor Analysis

## About the Firm

Capital Performance Group is a management consulting firm based in Washington, DC. Our firm provides advisory, planning, analytic, and project management support to the financial services industry. Our professionals possess deep experience in a broad range of functional specialties including strategic planning, sales management, quality engineering, marketing and product development, market research, risk management, operations and technology, compliance and regulatory matters, mergers and acquisitions, and strategic cost management.

## What makes CPG Unique

**Experience** – We are knowledgeable industry “insiders.” Our professionals have an average of over 20 years experience in the financial services industry.

**Focus** – We are financial services industry specialists. We have developed unique tools and methodologies to address the specific business issues and challenges of this industry.

**Practicality** – We know what it takes to implement and manage strategic initiatives. We provide hands-on assistance and actionable advice.

## The Need

As banks grow and seek to expand their market share, having a strategic perspective on new developments in local markets and across the country becomes increasingly important. What are your competitors doing that is new and innovative? What tactics are they using to grow their share of the market? What are your competitors' value propositions, and who are their target customers? What areas of opportunity should your bank exploit?

## What We Do

CPG answers these questions for you by providing concise, in-depth reports on competitors that generate superior returns for shareholders while out-performing peers in strategically important ways. We give you insight into the tactics used by high performers to achieve superior results, we assess whether or not the performance can last, and we summarize what we think you should take away from our analysis.

## What You Get

CPG's Strategic Competitor Analyses provide a level of insight beyond simple observation—insight you don't get from a press release. In addition to a financial, strategic, and operating performance summary of the institutions you select, CPG will provide you with the “how” and “why” to help you understand the motivation behind what your competitors are doing and whether or not it is effective. Analyses can be tailored to focus on specific areas, such as deposit generation or loan production, or can be more general, emphasizing your competitors' overall strategic positioning.

## How You Benefit

You gain the advantage of an objective perspective on what's going on in local markets and across the country from professionals who see your business from the other side. We have firsthand knowledge of the tactics banks are using, what works and what doesn't. This turnkey solution provides you with high-quality research and valuable insights and allows you to focus your analytical resources on running your business.

For more information, please contact us at 202-337-7870 or [info@capitalperform.com](mailto:info@capitalperform.com).



