

## Opportunity Analysis is ...

- A process for evaluating innovative ideas
- A structured method for testing ideas against market conditions
- A process used for evaluating, developing and launching Horizon 2 initiatives

**A cross-functional opportunity analysis team determines the feasibility of an idea within the context of Avery Dennison and Division growth criteria**

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### **Opportunity analysis helps to ...**

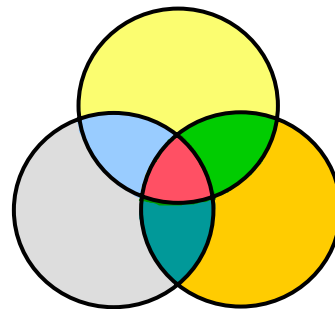
- **Spot and qualify opportunities**
- **Gather facts for data-based decisions**
- **Ask the right questions**
- **Improve decision-making in existing businesses**

## Competitive Environment

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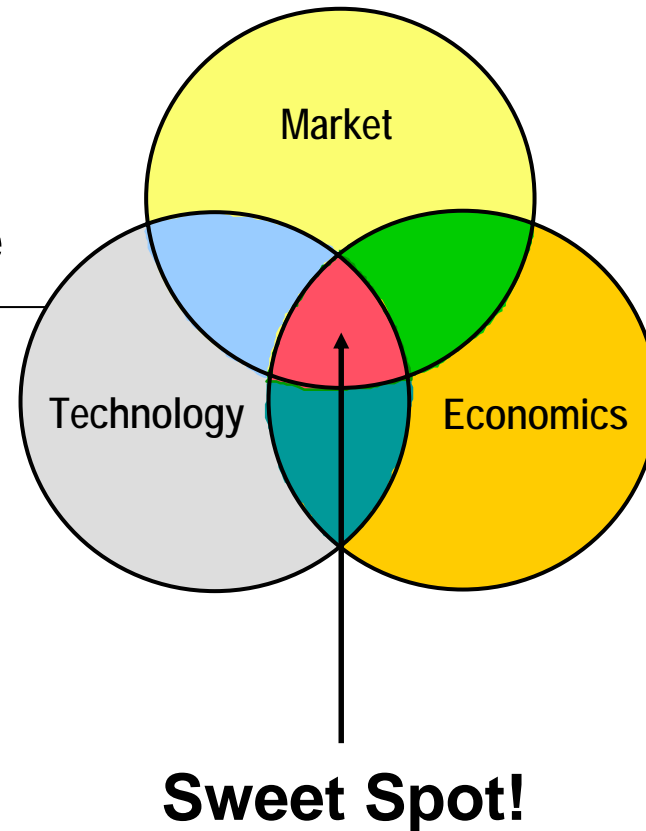
Market	Is there an unmet need?
Technology	Can we make it?
Advantage	Can we do it better than anyone else?
Economics	Can we make money?

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- Competitive opening
- Competitive advantage

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- Customer wants it
  - We can make it
  - We can make a profit
  - We can win for a long time!



# Opportunity Analysis – Process Overview

