

### Overview

- How are key players (including Company XYZ) generally perceived in the market?
- How does Company XYZ compare to the spectrum of competitors (across key characteristics, clients/segments, services/products)
- What are the relative strengths and weaknesses of key players?
- Key characteristics of the market (e.g., fragmentation, level of competition, maturity, etc.)

### Research Methodology

- The key project methodology that was used for this project was primary and secondary research.

### Key Intelligent Topics

1. Messaging Perceived
2. Marketing channels
3. Key characteristics of the market
4. Approximate size of the market
5. Technologies

### Findings

- SIS recommends Company XYZ focuses on acquisitions outside of the envelope sector (envelopes are currently over 40% of its revenue base, more so once National Envelope assets are put to work).
- Given the industry challenges in the envelope business (particularly the rising use of e-cards, paperless billing, and the like), SIS strongly recommends that Company XYZ expand on its other operations in printing, packaging and labels.