

Strategic Business Planning Services



The current business conditions and competitiveness requires enhanced evaluation and analysis of all market indicators, supported on sustainable and reliable information. Inaccurate or delayed marketing decisions could affect seriously branding and business continuity. This service will provide a formal document, establishing short and medium term marketing, clienting & branding strategies and commercial plans, focused to achieve corporate objectives. It will require developing a detailed diagnostic and assessment of present market conditions and related issues, key information to define the future business guidelines, through the execution of specialized surveys and research on your target markets, customers and competitors. Our service considers a well defined set of activities addressed to offer an integral and valuable solution to meet your corporate needs.

ACTIVITIES:

- Understanding of key issues about business, products and processes.
- Analysis of market information, industry trends and environmental issues.
- Assessment of current market conditions, existing customers and competitors.
- Formulation and understanding SWOT analysis.
- Key markets identification, targeting and profiling.
- Definition of expected branding positioning and corporate imaging.
- Research and strategical evaluation of local partners candidates.
- Corporate strategies and business tactics development.
- Building of Marketing Mix approach (Product, Price, Promotion, Placement, Service).
- Determination of success critical factors and business requirements.
- Establishment of action plan and key management indicators.
- Presentation, discussion and diffusion of strategic plan.

BENEFITS:

- Availability of formal document to build a unified corporate business vision and marketing, clienting & branding strategies definition.
- Building of a business plan according your real corporate capabilities and expected objectives supported on reliable market information and well sustained action plans.
- Having a in country impartial & professional business partnership supporting your corporate strategies and commercial plans to achieve the expected objectives.