

GROWTH STRATEGY

By Corporate advisor

Management key Areas

- *Traditional Marketing V/s New Marketing, Market Research & Analysis, Industry Mapping, Competitors Analysis.*
- *Strategic Products Development Planning & Building Brand, Sales Promotions, Supply Chain, Growth Options, Crisis Management, HR, Legal, New Business Initiative*
- *Healthy Vision & Goal Setting, Create Awareness and thus Transform Organizational Knowledge & Experience into Business Results.*

Right People for Right Job

- Executive Search
- Man Power Analysis
- Job Description
- Preliminary Interview
- Reference Check
- Short listing Of Candidates
- Staffing Evaluation
- Staff Outsourcing services

Corporate Training

Corporate training to employees at entry and middle level management on business management issues.

It is important in the current scenario that the employees are trained on various issues faced at their work. More often lack of training hinder employees from improving upon their performance.

This often reflects in the productivity, quality and delivery of the product. The training programs are conducted understanding the specific requirements of the company and improve upon the efficiency of the work.

Sales and Marketing Review

There is sales growth but not happy with the performance despite all inputs / marketing tools provided .

Now , it is time to change sales Process / add on more channel of Distribution . It is time to review Sales & marketing Matrix .

Just take an outsider view to know the real issue .

Sales Force / Sales Process ?

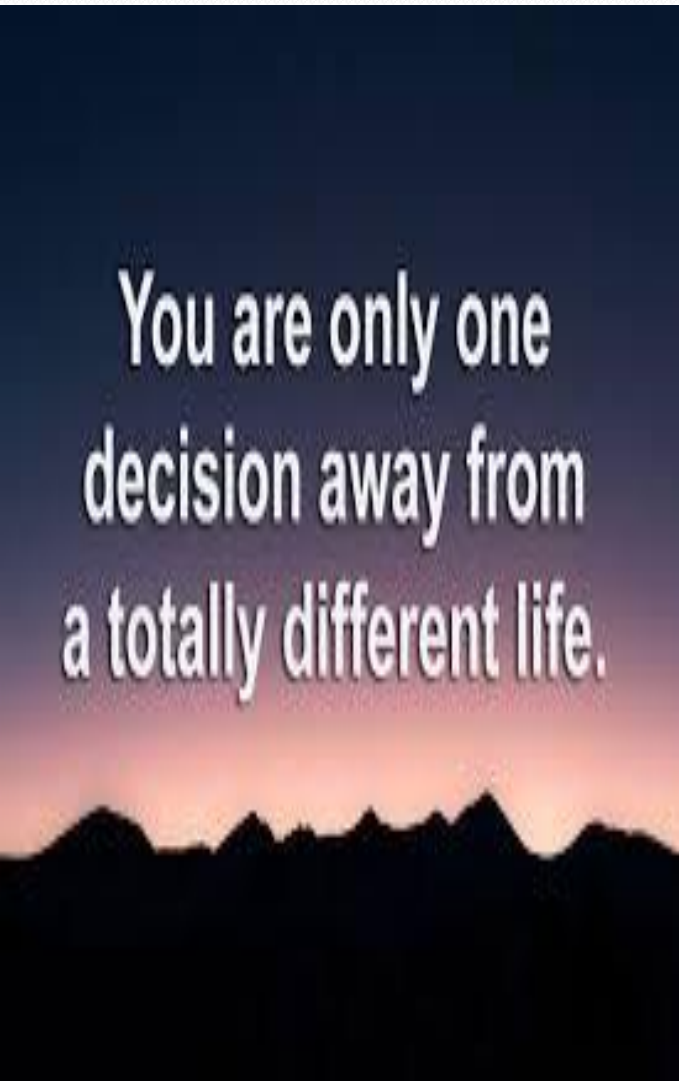
Make your process supportive with marketing tools to make sales to happen .

Strategic planning

- Strategic planning typically begins with a scan of the business environment, both internal and external, which includes understanding strategic constraints. It is generally necessary to try to grasp many aspects of the external environment, including technological, economic, cultural, political and legal aspects. Goals are chosen.
- Marketing strategy will decide what specific actions will be taken over time to achieve the objectives. Plans may be of many years, with sub-plans for each year, although as the speed of change in the merchandising environment quickens, time horizons are becoming shorter. Ideally, strategies are both dynamic and interactive, partially planned and partially unplanned, to enable a firm to react to unforeseen developments while trying to keep focused on a specific pathway; generally, a longer time frame is preferred.



Decision making and Leadership



You are only one
decision away from
a totally different life.

Employer /Employee often face difficulties in decision making because of the frequently changing scenarios. Factors influencing the decision and ease the decision making process. Leadership development is focused on inculcating the decision making qualities so as to improve the efficiency of the work. Objective to increase Decision making Capability

Team Building & Team Management

One of the most important factors influencing the performance and delivery of a product / service is the efficiency of a team and between the teams.

Hence it is essential for professionals to be trained on coordinating, communication, decisions within the team and between the teams. This helps teams to come up with new ideas, being creative, and innovation at work. Even if we have all

Departments in Plane Alignment of Dept. are Necessary

Project and Work Flow Management

Project planning and execution; considering all the factors influencing the quality of the project is not an easy task. It requires rigorous planning to be done to ensure a smooth work flow and execute the project. Consulting offers integrated consulting services that help companies ease the pressure of project execution in terms of cost, man power, materials, time, safety and other related issues.

Communication Management

Professionals often face problems at their work due to lack of communication. Training on communication - the ways and means, with proper knowledge and information flow will help employees perform better at their work and ease the knowledge and information flow between the teams and the functional departments in the organization.

Do you want business growth, improved profits, better performing staff, better sales success, marketing success?

- We won't promise to deliver business Growth- that would be untrue. The only person responsible for your business success is you - the business owner.
- BUT..... you don't have to do it on your own! it is a legitimate business strategy to hire a business consultant or a Business Coach - an expert in a particular field to help your business succeed.

Business Coach

- A **business Coach** will work closely with you to work out what you need to do (and what you want your business to do for you), then, together, you'll work out how to achieve all that (you'll make a business plan or a business strategy) then, together, you will implement that business plan.

In other words, you and your **business Coach** will drive your business forwards – towards your goals. Your **business Coach** is a sounding board for your ideas, your conscience when you are unmotivated or distracted and, of course, experienced in commerce – the activities that all businesses have in common.

We will be as useful to you as you will let us – a good **Business Coach** is there to help his (or her) customers make their own success – that's the point of it, after all!

Business Coaching Services

The strength behind the business coaching programs provided by team of Professionals . All of us have strong commercial backgrounds, But it's very important that we follow the structured process of Audit, Plan, Action and that we use the systems and the tools to make sure your coaching experience is more than just 'what your coach knows'.

We believe very strongly that it is not enough to present you (our customers) with a smart person and say "It's all right, I'll help you" – we need to go further and to provide a service that will help you make the right changes to your business, no matter who delivers it. That's why we set such store by the Business Diagnostic Questionnaire and the Business Mastery program – both excellent tools for assessing a business and for learning common business strategies.

As a company, we are committed to using technology to help us provide excellent service . We use modern devices such as telephones and the Internet (web conferencing means we can work on documents together even though separated by distance) to help us deliver coaching services wherever you are.

We're reducing our carbon footprint by not driving and we're saving time and energy by not travelling – which we can spend on being better coaches .

Do you want to make a difference in business?

Running your own business as a business coach is hard work, but it is also very rewarding. It is a lifestyle opportunity, offering the opportunity to work with, and help a broad range of people in the small business community.

Joining forces with us gives you the benefits of leveraging the proven business model and support systems - while at the same time being your own boss.

If you think you might have what it takes to be a business coach, read on - we might encourage you . . . but we might put you off! Please click on the following headings to find out more. results more quickly.

In fact, it is more than “acceptance” – it is fast becoming a prerequisite for small businesses to have a business coach, sometimes even more than one!

There is a lot of anecdotal evidence that supports this:

A major telecommunications company recently advertised free business coaching as a prize for its small business customers

A national business-oriented television program is consistently telling its small business audience to get a business coach

Business Coaching Why ?

The largest business coaching franchise group in the world has more than 1000 coaches worldwide. Small business owners are realizing that there is no shame in buying in a resource – a business coach does not mean you are a bad business manager! You don't need to be failing to need a business coach – it is a tool for success rather than the other way around.

In many ways the business coaching industry is the result of a trickle down of something that large businesses have been doing for a long time. Small Co. gives small businesses access to some of the benefits that big businesses have been enjoying - at a small business price point! There is now someone looking out for the “little guy”.

We Have been focused on providing excellent coaching services to clients. Our value propositions of accountability for the business owner, taking time away from the business to work on it and doing so as part of a structured process of driving change are appealing for business owners who want their businesses to perform better.

We measure our success by the success of our clients – and we have the testimonials from many satisfied customers. As a result, We are committed to grow, and our future plans include expansion into new territories and new markets.

Organization Diagnostic Study

- To take Overview of Organization
- To Understand Organization Hierarchy
- To Understand Decision Making Process
- To Evaluate Employee Strength
- To Evaluate Employer Strength
- To Evaluate Department Functioning
- To Evaluate Working Environment
- To Understand Industry Size
- To have an Overview of current Business

Top Line Bottom Line Analysis

- Top Line of Industry
- Top Line of our Business
- Bottom Line of Industry
- Bottom Line of our Business
- Influencing Factors for Top Line
- Influencing Factors for Bottom Line
- Recommendation

Branding

- Corporate Branding
- Product Branding
- Brand Health Survey
- Brand Repositioning
- Brand Valuation
- Umbrella Branding
- Sub Brand Development
- Recommendation for The Brand

Corporate Social Responsibility

- Identifying Area
- Fund Management
- Under Privileged Welfare
- Service to Society
- Vocational Training
- Employability
- Senior Citizen
- Basic Education Module
- Medical service

Growth Options Opportunities

- Organic
 - Growth from Within
 - HR
 - Sales & Mkt
 - Supply Chain
 - I.T
 - Production
 - Product
 - Finance
 - Export
 - Corporate Planning
 - Statutory Compliance
- Inorganic
 - Growth From Outside
 - Brand Licensing
 - JV
 - Acquisition
 - Synergy
 - Diversification
 - Co-Branding
 - National to Global



Customized Approach

- Business practices review & Gap Analysis
- Industry Case Studies
- Restructuring
- Organizational Development
- Organizational Transformation
- Change Management
- New Business Initiative
- Trade Mark – Risk assessment Indian to International
- To minimize Business Risk & improve value
- Leverage potential

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Thank

You

All