

CONSULTING PROJECT WITH KEEPANDGROW



What

COMPANY

Competitive advantages
Key points
Corporate structure
Financial statements
Cost structure - Price
Entry barriers
Commercial analysis
Operations
Distribution
Communication

SECTOR

Stakeholders
Size
Increase
Key variables
Segmentation
Competition
Substitutes
Trends
New concepts

CONSUMER

Behavior
Purchase decision
Perception
Needs
Experience

TEAM
KEEPANDGROW



How

COMPANY

Meetings and interviews
managers and teams
"Day in life" analysis
Accounting documentation
Commercial audit:
Marketing - Sales.
Process Audit
productive and operations

SECTOR

Strategic analysis of
direct competitors
Substitutes
Yearbooks
Directories
Review existing studies

CONSUMER

Neuromarketing
Focus Group
POS Surveys
Telephone - RRSS
Review existing studies

TEAM
KEEPANDGROW



Diagnosis

RESOURCES

Available:
human and economic

GOALS

Redefinition
Quantitative
Qualitative

TEAM
KEEPANDGROW



Strategic Formulation

STRATEGY

STRATEGIC MODEL

Value contribution - USP
Attributes
Segment
Target audiences
Location - Distribution

PRODUCT STRATEGY

Concept
New products
Portfolio
Price - LTV

COMMUNICATION STRATEGY

Brand - Concept
Push - Pull
Message - Supports
POS
RRSS

OPERATIONAL STRATEGIES

Supply Chain
Productive model
Internal operations

CLIENT'S TEAM +
KEEPANDGROW



Master Plan

VALIDATION

MVP
Customers
Suppliers
Consumer
Experts
HR - Competencies
Culture
Restructuring

PLANNING

Master Plan Preparation
Business viability
Internal communication
HR involved
ICT systems
Commercial architecture
Marketing plan.
Sales plan.

TEAM
KEEPANDGROW



Implementation

START UP

INTERNAL

Reorganization
Optimization of processes
Productive process
Cost control
Management indicators
Redefinition posts
of work
Promotions and incentives
Training
Systematic measurement
Environment monitoring
Communication system
Interdepartmental

EXTERNAL

Media budgets
and resources
Recruiting
means and resources
Resource Coordination
Logistics

CLIENT'S TEAM +
KEEPANDGROW



Results Tracing

RESULTS

TRACING

Results tracking:
Daily, weekly, monthly
Deviations
Revision
Settings

Final results
Results Analysis

Results presentation
and conclusions

Feedback

CLIENT'S TEAM +
KEEPANDGROW

ANALYSIS

STRATEGY

OPERATIONAL

RESULTS