

→ P.O. Box 637 North Perth WA 6906

→ Telephone
+618 9228 1033

→ Facsimile
+618 6210 1574

→ www.davidreidgroup.com



Growing Your Business

The focus of DRG is to help you grow your business.

We do this by providing you with highly experienced people to help you in the areas critical to business growth: strategy, branding, marketing, sales, people and process improvement.

Our first aim is to help you determine how best to grow.

Bringing a fresh set of eyes to your business, we review each of the above areas, working through a proven business planning process.

The result is a clear and workable business growth plan that will help you:

- ♦ Evaluate the opportunities you perceive in the market.
- ♦ Make better decisions on where to invest your resources in realising those opportunities.
- ♦ Identify which ingredients are missing from your sales and marketing activities, and what changes you need to make to generate significantly better outcomes.
- ♦ Develop a marketing program that will significantly contribute to increasing the sales generated by your business, & the profit margin per sale.
- ♦ Strengthen your internal processes for winning, managing & retaining customers.
- ♦ Determine the development needs of your team from a sales and marketing perspective, and put together a plan for meeting these needs.

Getting that plan implemented is our next priority

We will work closely with you to implement the recommendations we make. We complement your resources and contacts with our capabilities together with our broader network of advertising, branding, marketing, sales, and process improvement specialists.

This implementation process is critical and will lay the foundation for your ongoing business success.

The blend of our consultants' expertise positions us as one of the very few management consulting firms to help businesses strategically, with their branding and marketing and the important flow through to sales, customer service and ongoing relationship management.

Our approach follows.



Our Approach

Step One

Strategic business analysis.

- ♦ Situation Analysis. Understand all relevant background data on customership, costs, profits, the market, target customers, products and services, pricing, competitors and distribution.
- ♦ Clearly identify your strengths and weaknesses and the external opportunities and threats.
- ♦ Summarize key issues.
- ♦ Articulate your key growth objectives for both the short-term (12 months) and long term. (2 to 5 years)

Step Two

Customer research.

- ♦ Understand your existing customers' perception of your current offering, and the value delivered by this. Identify key benefits offered, and changes required.
- ♦ Understand the barriers potential customers have to taking up this offering, and any related perceptions limiting them to take action.
- ♦ Determine whether the key services you offer meet the needs of your target customers.
- ♦ Understand how pricing is perceived by the market.

Step Three

Positioning

Establish the key target positioning for your brand in the minds of its market(s) - where it will be perceived to be clearly different and better from its competitors, and significantly closer to the customer's ideal.

Step Four

Branding

Build your brand around this positioning. We use Keller's CBBE (Customer Based Brand Equity) Brand Pyramid as the basis for this – an approach to successful branding that is recognized globally for its rigour and effectiveness.

Step Five

Sales and marketing strategies.

We identify all the possible means available to you to best influence and persuade your target customers. We consider all forms of advertising, online activity, direct marketing, public relations, exhibitions & event marketing, selling, networking, referrals from existing customers and your business networks.



Step Six

Process improvement.

We look closely at the internal processes you need to ensure your business grows successfully. We consider your management reporting, product and service delivery, distribution, your internal communications and all the important processes from lead generation, through to closing the sale and managing ongoing customer relationships.

Step Seven

Developing people.

We start with you and your leadership team and understand their development needs in taking your business forward. We then look closely at the roles underneath this team. We identify any new positions you may need and redefine existing roles where necessary. We consider all the new skills your people need to learn and the appropriate training and development to deliver these skills.

Step Eight

Develop your business growth plan.

Develop a comprehensive, dynamic plan outlining;

1. What we recommend you do.
2. How we propose you do it.
3. How much it will cost.
4. Who will do it and by when.

Final Step

Help you implement what we recommend.

As part of the implementation schedule, we will prepare a separate proposal for your approval that outlines your investment in DRG to help you implement the plan.

We will allocate you a highly experienced DRG project manager to work closely with you and your internal team to make sure each and every recommendation made in the plan gets done.

Where appropriate, they will engage quality, but cost-effective service providers, *without bias from considerations such as commissions on different forms of media or ongoing strategic alliances.*

Our team is highly experienced in this outsourcing process, with extensive networks and relationships with specialists in advertising, branding, marketing communications, public relations, website developers, sales training, customer database management and process improvements.