

Comprehensive market understanding and strategy planning

We take a holistic approach to understanding and navigating market dynamics, enhancing business agility, and developing robust competitive and diversification strategies. We tailor the services to meet your specific needs and provide ongoing support, ensuring you are in capable hands.

Our service offers comprehensive market understanding and strategic planning. It enhances your ability to adapt and compete in dynamic markets, providing a competitive edge. We offer expert guidance from initial assessment to strategy implementation, ensuring a smooth and effective process.

1. Initial Consultation and Needs Assessment

Initial Consultation

We conduct a detailed initial consultation to understand your unique challenges and goals. This step is fundamental as it sets the foundation for our work together, demonstrating our understanding and consideration for your circumstances. The benefit of this initial consultation is a structured environment for stakeholders to explore needs, solutions, and expectations, ultimately leading to more successful and satisfactory outcomes. We will work closely with you to ensure your needs are fully understood and met.

Deliverables:

- ✓ Kick-off meeting
- ✓ Initial business assessment report
- ✓ Custom engagement plan

2. Phased delivery approach

Phase A: Market Research & Insight

Objective

Gathering detailed market data and insights.

Deliverables

- ✓ Market research report
- ✓ Market insight analysis
- ✓ Key trends and opportunities

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Phase B: Competitive Analysis

Objective

Analysis of the competitive landscape.

Deliverables:

- ✓ Competitive analysis report
- ✓ Competitor benchmarking
- ✓ SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

Phase C: Scenario Planning

Objective

Development of possible future scenarios to prepare for uncertainties.

Deliverables

- ✓ Scenario planning workshop
- ✓ Scenario narratives and implications
- ✓ Strategic options for each scenario

Phase D: Diversification Strategy

Objective

Identification and planning for diversification opportunities.

Deliverables

- ✓ Diversification strategy report
- ✓ Risk and feasibility analysis
- ✓ Implementation roadmap

Phase E: Business Agility Enhancement

Objective

Improving your ability to adapt and respond to market changes.

Deliverables

- ✓ Business agility assessment
- ✓ Agility improvement plan
- ✓ Training and workshops for agile practices

3. Delivery Methods

Workshops and Training Sessions

Our workshops and training sessions are designed to be interactive, fostering a sense of engagement and active learning among participants. They include practical exercises and real-life case studies, ensuring that the teaching is theoretical but also applicable and beneficial.

Consultation Meetings

Our consultation meetings include regular check-ins to discuss progress, challenges, and next steps, providing support and guidance. They include (where appropriate) one-on-one or team consultations.

Reports and Presentations

Detailed and actionable reports for each phase. Visual presentations to summarise findings and recommendations.

Tools and Templates

Customisable templates for scenario planning, SWOT analysis, etc. Access to proprietary market research tools and databases.

4. Implementation Support

Ongoing Support

Periodic follow-ups to ensure the implementation of strategies. Access to consultants for any questions or issues that arise.

Performance Monitoring

Regular performance reviews to measure the impact of implemented strategies. Adjustments and refinements based on performance data.

5. Tiered Pricing Model

Initial assessment – fixed price £2,000.

Basic Package	Standard Package	Premium Package
Includes Phases A and B (Market Research, Competitive Analysis).	Includes Basic Package plus Phases C and D (Scenario Planning, Diversification Strategy)	It consists of all phases (comprehensive coverage, including business agility).
From £4,000 (+ VAT and expenses)	From £8,000 (+VAT and expenses)	From £9,000 (+ VAT and expenses)

We encourage you to tailor the packages to your unique needs. Our service is designed to be flexible, accommodating your specific requirements and ensuring you get the most out of our expertise.