

# Brief Overview of Crews Commercial Consultants

## Our Objective:

To help you maximise your business potential and to

Navigate you to success



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# Our approach

Review / Develop business strategy - including routes to market / regional approaches

Review / Develop Business Planning model that builds on this strategy (Include all aspects – Finance/Planning/Regulatory /Production /Sales etc)

Monitor performance / identify opportunities / risk / what if scenario's

Sales and Marketing Activity to achieve the plan – tactical and strategic



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# Strong Business Strategy

- Review with the client their product / offering.
- Understand all the key factors
  - Competitors in the market
  - **Products Channels SWOT's** (Strength Weakness Opportunities Threats)
  - Route to market
  - Time lines



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# Competitive analysis – impacts on Strategy

## Competitors

- Who are they – what are their SWOT / Routes to market
- Price Comparison
- Quality Comparison
- Customer support
- Logistical service

## Clients

- Your strengths /Weaknesses relative to competitors
- Quality
- Price
- Support functions
- Logistics services

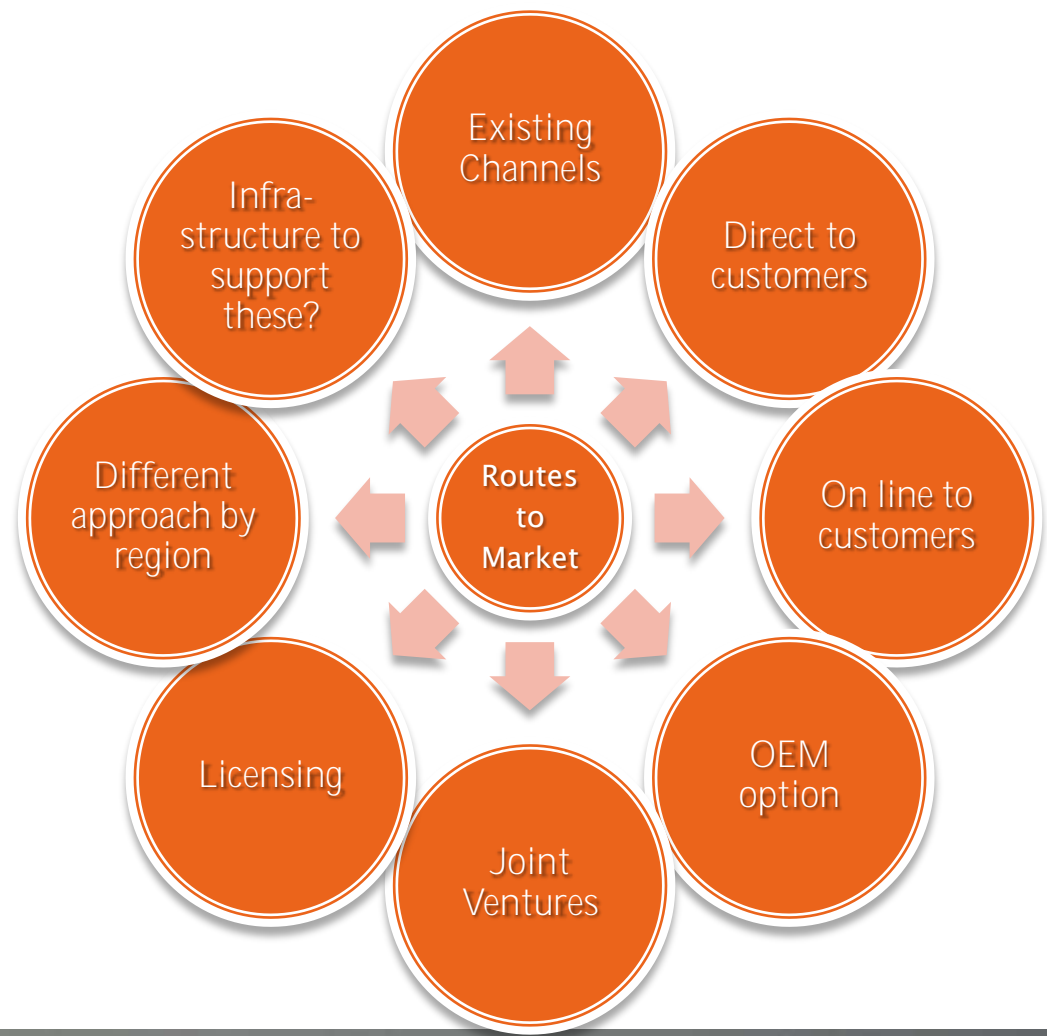
## Market

- Is it new or existing
- Are regional approaches an issue
- Route to these markets
- Support functions for regions / routes



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# Routes to Market?



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# Business Planning Model

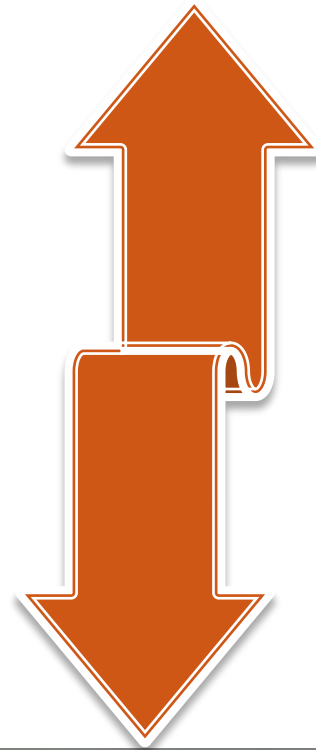
- Review / develop a business planning model that meets your business needs:
  - To ensure all the departments are pulling in same direction
  - Manage resources
  - Assess opportunities / risks
  - Consider What If **senario's**



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# Approach to the Business Planning

Top Down – the total figure seeking / shape of business etc



Build bottom up – how will the business actually fit to achieve this



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# Business Plan Tracking / reacting

- Add actual sales each month
- So can see how performing Vs plan
  - By accounts
  - By Market
  - By Products
- Review planned activity to ensure achieves the plan



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# Sales and Marketing Support

- To meet your needs
  - Trade Presentation / meetings - if required
  - Create sales aids – all formats
  - Promotional ideas – to help ensure achieve the targets
  - Tactical campaigns



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# Next steps

- Review your current situations /plans /performance
  - Confirm they are reviewed regularly
  - Are all aspects clearly laid out
  - Have you identified opportunities and risks
  - Do you have contingency plans for these
  - Are the support functions in place to support these
- If would like assistance to review your current plans or to consider future options please feel free to make an appointment



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# Contact Details

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