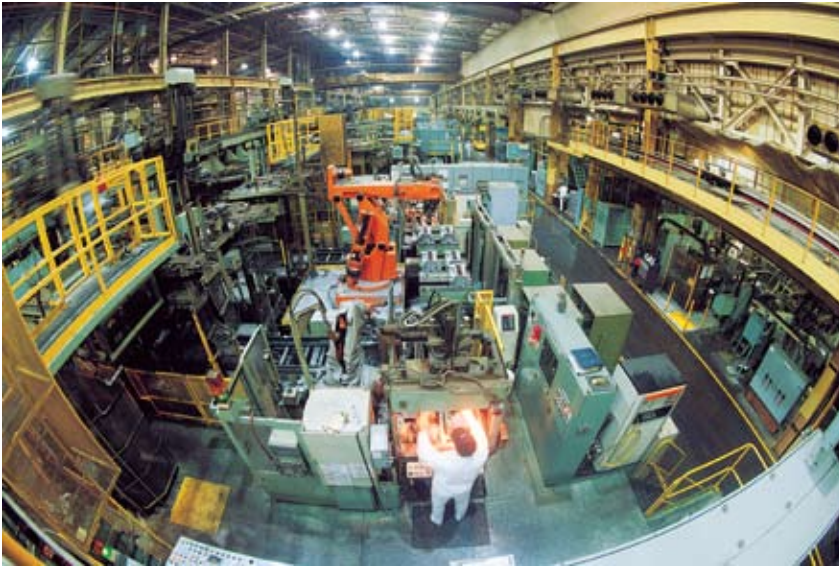




STRATEGIC MARKETING PLANNING & RESEARCH



“The technician believes that by understanding the technical work of the business they are immediately and eminently qualified to run a business that does that line of work. In fact, knowing the technical work of their business becomes their greatest single liability. Suddenly the job he knew how to do so well becomes one job he knows how to do plus a dozen others he doesn’t know how to do at all. And suddenly, an entrepreneurial dream turns into a technician’s nightmare.”

from The E-Myth Revisited

Develop a better understanding of the key aspects of your business - the marketplace, competition and the key drivers that influence customer interest, purchase and loyalty.

These insights are the foundation of the marketing strategy:

- Establishing a clear, agreed upon direction and goals
- Keeping you on track even while “putting out fires”





STRATEGIC MARKETING PLANNING & RESEARCH

UNCOVER GROWTH OPPORTUNITIES



New products and
value-added services



More business from
current customers



Find new markets



Strategic Alliances

HOW IT WORKS:

- **On-site Growth Planning Session:**

After performing a Competitiveness Review (CR), SCMEP consultants then conduct a wrap-up meeting with your management to uncover growth opportunities, allocate resources, and plan a strategy to pursue.

- **Growth Planning Workshops:** SCMEP offers a variety of workshops across the state providing the methodology to develop your own strategic marketing plan.

- **Market Research:** If needed, SCMEP can help fill knowledge gaps identified in your planning process including:

- Product feasibility studies
- Pricing analysis
- Expansion analysis
- Lead generation and database development
- Competitive analysis

- All SCMEP clients have access to SCMEP's free Questline database and market research service.

