

At a Glance

- **Industry:** All Sectors
- **Application:** Marketing
- **Timeline:** Two Days
- **Results:** A high-level report comparing company with industry, identifying positives, improvement areas and potential savings.
- **Price:** £1,200 plus VAT, excluding expenses



OPS
LOGISTICS CONSULTANCY LTD
POWER TO HELP™

Marketing Health Check



Health Check Overview

Marketing is the management process that identifies, anticipates and satisfies customer needs. In most cases marketing often takes the lead in any business. Linked to your business plan the marketing plan should be your rule book on how you retain, acquire and develop that all important customer base. It is vital that you keep your finger on the pulse regarding your competitors and finding ways to provide products or services which customers demand. You need to be sure that any promotional activity gives you your desired goals and return on investment, e.g. do your current plans meet your business objectives.

Marketing is a business-wide function; it is not something that operates alone from other business activities.

OPS Logistics Consultancy Ltd (OPS) will provide an experienced consultant to review your company's marketing activity. They will compare your company's current modus operandi against your business requirement, industry standards and provide suggestions for alternative methodologies.

At the end of the Health Check, a high-level report will be produced covering:

- Executive Summary
- List of source information
- List of assumptions and risks
- Overview of current marketing methodologies
- Comparison against industrial standards
- Best-in-Class marketing practices
- Areas for improvement
- Alternative methodologies
- Potential savings

Health Check Benefits

With the help of our expertise, we will be able to advise on a structured approach to marketing with an insight into new methodology and marketing enablers that will drive customer satisfaction and results. The information provided will enable management to make intelligent and informed decisions on the way forward.

Prerequisites of Health Check

In order to provide a meaningful report within such a confined period of time (Two days), there are a number of things the customer will need to provide before the start of the engagement:

- Executive summary of business goals
- Current marketing structure and marketing plan
- Top three competitors
- Message to key stakeholders concerning review to enable buy-in
- List of key stakeholders and contact details

Price

A fixed cost of £1,200, excluding VAT and expenses. This provides for no hidden surprises.

Further Information

Please contact us:

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