

# Sales and Marketing

Experienced in the consumer and healthcare sectors, a consultation can support your company's sales and marketing professionals to drive product concepts from ideas to distribution.

The global economy continues to change, and social-media marketing becomes more important to both small and large scale companies. Small businesses have exciting opportunities to uniquely expand products into the market and maintain a profitable business with strategic planning, customer satisfaction and superior product performance.

The world market shift from PC computing into mobile devices allows marketing and online sales to rapidly expand allowing the consumer to have every possible desire real-time at their fingertips. Small businesses now can modify their plans to surpass competitors with shorter product cycles and greater exposure internationally.



Please consider :

First, build a reliable brand and following. Quality is the key factor in sustaining business; always has been and always will be in the future. One “bad apple” can spoil years of hard work and effort. Consider every product launch as if it were your last. Make the best features and benefits at a cost that will offer consumers true value and ultimately gain their loyalty.

Second, excel in a specific category or area of expertise. Do not try to be everything for everyone, and stay focused on your core ideas and brands. If you are a leader in the industry, then you become the benchmark for your competition to target your customer base. Always think ahead, attempt to challenge your own products, features and benefits. Quality Function Deployment is one

tool utilized for accelerating product improvement. QFD delivers the consumer product based on their needs for a terrific value and price.

In our global economy, we can offer insights on all aspects of development for international sales and marketing. With great influence on a successful launch, we can take an idea from conceptualization through packaging and distribution, while providing a turnkey solution supporting the various departments in your organization.