



CREW CONSULTING

www.Choose-CrewConsulting.com

THE CC WAY

Executive Summary

- C's Mission Statement
- Actual Vs Desired State
- Keys to Success

Discovery Phase

- Business Description & Objectives
- Organization Values
- Management & Staff
- Services/Products Provided
- Manufacturing & Development
- Logistics & Suppliers
- Financial Position
- Marketing Strategy

The CC Approach

- Survey Team Members & Clients
- SWOT analysis & Porters 5 Forces
- 4 Ps & Value Added Chain
- Competitive Analysis
- Macro & Micro Market Analysis
- Identify Substitutes & Paired Products/Services
- Leverage Values of the Company
- Evaluate All Marketing Initiatives

The CC Execution

- Develop Alternatives
- Evaluate Risk & Projections
- Evaluate Services & Resources Required
- Confirm Executable Plan
- Implement Strategy

The CC

- Track Progress
- Evaluate Metrics