

Bright Ideas Consulting

1. Introduction:

1.1. Overview

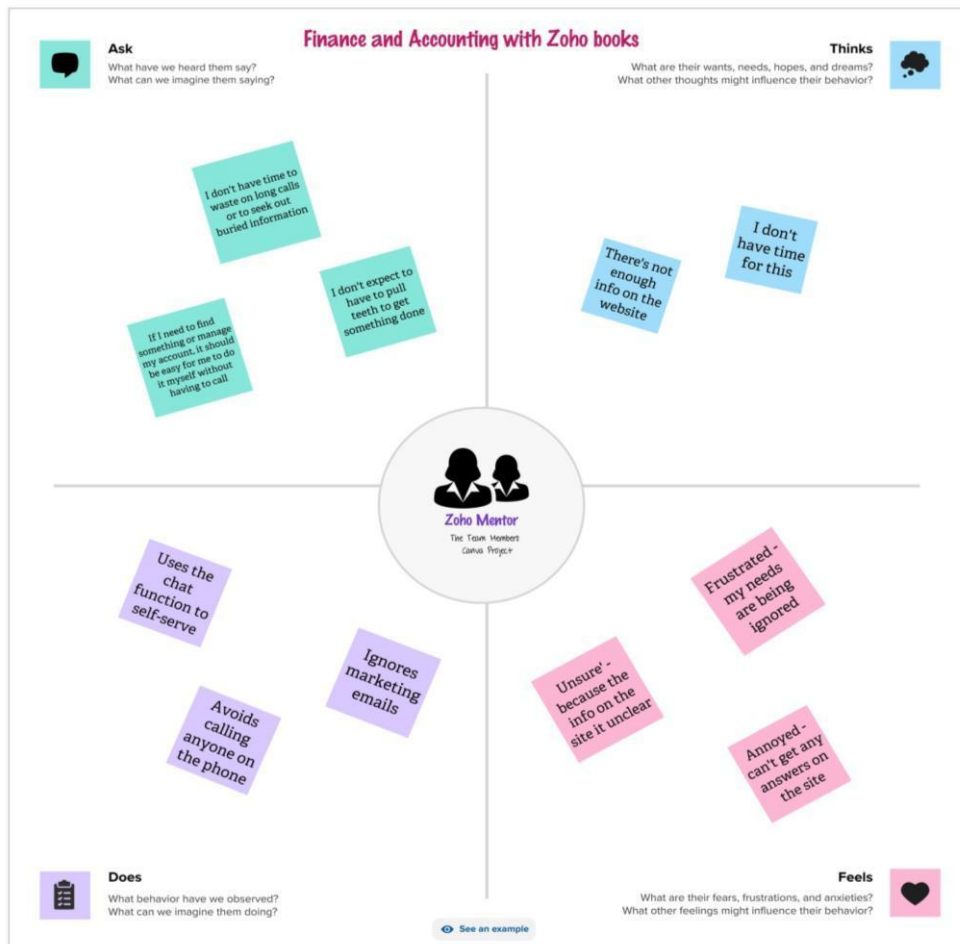
Bright Ideas Consulting, a consulting firm, relies on Zoho Books to track their billable hours, expenses, and client invoices. The software helps them accurately calculate project costs, monitor profitability, and generate reports for better financial management.

1.2. Purpose:

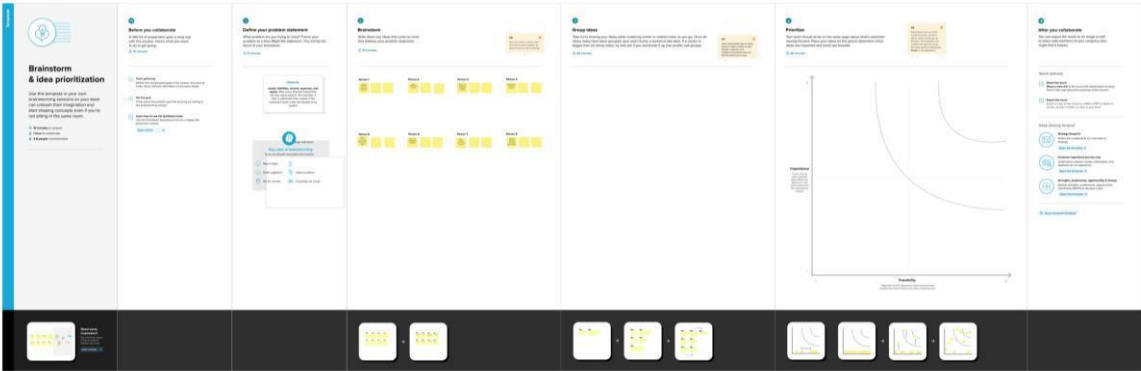
Bright Ideas Consulting is a Private Limited company also registered under GST in Tamil Nadu. Bright Ideas Consulting offers various expert consulting services in India and outside India.

2. Problem Definition & Design Thinking

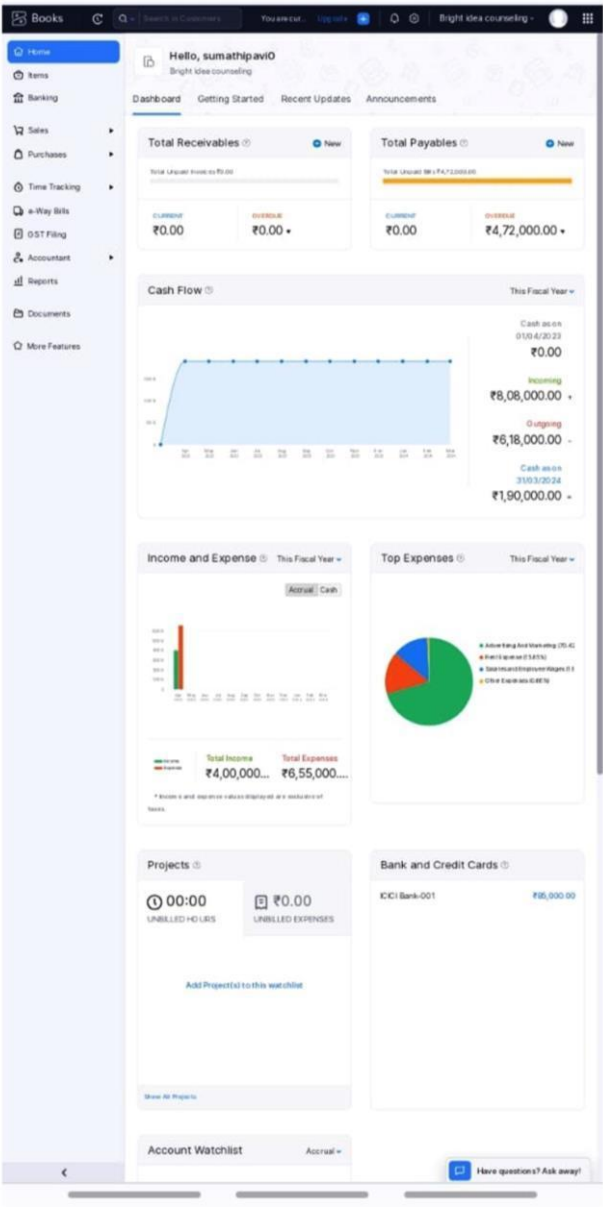
2.1. Empathy Map:



2.1. Ideation & Brainstorming Map:



3. Result



3. ADVANTAGES & DISADVANTAGES

3.1.ADVANTAGES:

Having a specialist who understands the nuances of decisions and brings out their expertise, knowledge and skills to improve performance on projects can save your time and money while helping you to avoid pitfalls.

3.2. DISADVANTAGES:

With a large company and thousands of ideas flowing in, this is a key features that other platforms have failed to address meaningfully. The one potential disadvantage of the tool is that advanced customizations will require professional services support which add up.

4. SCOPE:

The scope of these services, while based on best practices developed over hundreds of engagements, varies across clients and incorporates offerings such as: Innovation Strategy and Management. Program Planning and Development. Initiative Planning, Management and Execution.

5. APPLICATION:

Very few companies offer pure 'products" or 'services' but a combination of both to generate a competitive advantage, E.g:

The automotive industry

The IT industry

The retail industry

The consulting industry

6. Conclusion:

When developing a product/ service, think about the pen portrait to remind yourself of the customers' needs...

Write down the customer needs

Work out how to solve them

Try to offer a 'whole solution'