Business Consultancy Services

Innovasol provides expert business consultancyservices which drive growth, business transformation and improved effectiveness.

We are passionate about business growth and effectiveness, so if you are looking for help with this – you are in the right place. We help clients to take positive action and provide blueprints for growth. Each year our consultancy services drive increases in sales, profitability, market share and efficiency for our clients.

You will benefit from tremendous business knowledge, vision and experience, – which we will directly tailor to your business and support you to take advantage of.  We have done this successfully for clients based in the country and internationally – including commercial businesses, public sector agencies, universities, colleges, not for profit companies, social enterprises and charities. They are large and small, young and old (-our “oldest” client commenced trading in the fifteenth century!).

Promotional Strategy Consultancy

Innovasol Promotional strategy consultant services include market assessment, “STP” framework development (i.e., Segmentation, Targeting and Positioning), and marketing plan development.

The most effective strategic marketers use deep customer insight to drive segmentation, targeting, positioning and offering development.  This ensures that marketing plan development is grounded in marketplace realities to best meet customer needs.

Our marketing strategy consultants employ a disciplined approach and a broad spectrum of analytical tools in mapping customer needs to marketing requirements, and then aligning the offering with target customer requirements.   The end result is improved performance, as demonstrated through our clients’ increased sales, effectiveness and revenue.

IT Consultancy

Innovasol Information Technology consultancy helps customer in meeting their business objectives by using technology consulting, software development and support services in various types of industries including Retail, Manufacturing, Hotel, Healthcare, Oil & Gas, Financial and Services Sectors. We provide professional IT consulting services and solutions that help organizations generate competitive value by leveraging the power of technology. Through creation of new solutions and support of existing implementations, we work with clients to identify and realize opportunities to increase their return on investment, improve productivity, and enhance their relationships with customers, employees and partners.

Innovasol offers depth of expertise in multiple industries and our services span a breadth of platforms, devices and networks. We combine consulting skills with high quality technical expertise to help clients achieve the best possible solution to their IT challenges.

Our Consulting Services blend creative, strategic planning with expert knowledge to tackle the toughest challenges for businesses. We bring you the appropriate solutions for your unique business objectives. Our comprehensive IT consultancy has only one mission to help you particulate your business vision.