**Najmi group**

**Consulting**

1. **Market entry strategy:**

Market entry strategy is an essential tool for any business to flourish in a new market, it helps you get directly on what you aim to achieve and how you are going to achieve it while entering the new market. Najmi’s experience brings expert insights into market entry process like market sizing, competitor analysis, supply chain structures, post entry growth opportunities and talent landscape mapping. What one business ignores becomes an opportunity for another. With the thriving business all over, expanding the business to new territories has become a must to afloat in the business. It is important for the companies to leverage market entry strategy to avoid pit falls and distinguish suitable pathways for navigating a new market, our expert market entry strategies target market research, opportunity analysis and then offer market entry recommendation. Companies that work with our market entry strategy minimise the risk of market entry failure and capitalise on new market opportunities.

Companies that lean on Najmi can avoid critical mistakes like low or no product market fit, underestimating competition and mismatched value proposition. Our firm stresses on providing critical analysis on entry paths like franchise, joint ventures, Greenfield investing, direct exporting and partnerships among other market entry strategies.

1. **Competition Benchmarking**

Competition benchmarking is the process of comparing a company against several competitors using a set collection metrics. At Najmi we measure the performance of your company and compare it to others over time, it is generally a way of determining the best processes, strategies and techniques for achieving your business goals. The benefits of competitive benchmarking are clear as it allows you to gain an independent perspective about how well you perform compared to your competitors and helps you develop a standardized set of process and metrics. We help organizations to constantly improve their products, services, pricing, practices by observing the current standard and then trying to surpass it.

We at Najmi have a 4-step check system for competitive benchmarking: -

* We conduct industry research for rate metrics
* We identify your competitors
* Measuring market gap
* Tracking Performance

We conduct competitive benchmarking after studying best practices for a particular strategy or technique and adopting it for your business. We perform a detailed competitive analysis in market research reports which provides a clear idea regarding market share analysis, cross company comparisons, strength and weakness analysis and company profile that benchmark your performance to your competitors. Our services will harness your data analytics expertise towards effective company benchmarking and competitive benchmarking. We analyse gaps in current technique, helping companies comprehend their business deficiency augmenting them towards achieving the company’s goals and objectives.

1. **Forecast Analysis**

Forecasting can give the intelligence to intercalate a downturn in sales and plan for it. At Najmi we conduct forecast Analysis by making likely estimate based on past and present data by analysis of trends. It helps reduce uncertainty and anticipate change in the market that helps improve internal communication, as well as communication between a business and their customers. A forecast Analysis can play a major role in driving company’s success or failure.

At base level, an accurate forecast keeps prices low by optimizing a business operation – cash flow, production, staff and financial position and management. Moreover, we give a promising forecast to compel the investors who might be interested in putting money into your business. For a business to operate efficiently, it needs some idea of what the future will look like. A forecast provides this look as a foundation upon which to plan and every functional group within a business benefit from a forecast. Removing the biases is much easier to accomplish when a company enlist the assistance of an independent party like us to create their forecast, and ensuring the company forecast analyst chosen is very familiar with the markets and customer dynamics.

We specialise in providing companies with a reliable and unbiased forecast. Our mythologies leverage our research experience, and the combined market expertise of our forecast analysis helps our clients make sound business decisions.

1. **Business Planning**

It is vital for businesses to understand where they stand, know their desired goal and be able to strategically decide on a course of action to reach there. A growth driven business needs to envision specific processes that are holding it back and identify areas that needs improvement. Najmi’s strategic planning expertise can help analyse the available options and to work with the business to determine a clearer, achievable and cost-effective course of action at minimal risk. Our expert help you set clearer succession plan, improve workforce morale and productivity, and develops future business strategies that aims at meeting company’s long-term goals. For better strategic planning, design, implementation, performance and management every business needs our experienced consulting to handle your strategic planning and helps attain growth and sustainability. Our business planning process is intense, thorough and highly collaborative. We work closely with you to understand your goals and vision and then develop a clear road map for your business. We question assumptions, independent research and explore and propose alternative ways to help you to achieve our objectives. Our experts help your organisation manage the rapid change and complexities inherent to Business operations. We use our proven planning process to collect input from executives, individual contributors and other key stake holders to ensure the plan is aligned with corporate objectives. Najmi will facilitate meetings, conduct research, identify requirements and provide an executive presentation to communicate the strategy to the management and the target audience.

1. **New Product Development/ Acceptability.**

New Product Development is challenging and complex undertaking that involves critical interdependent activities and considerations including market research, development, risk assessment, cost analysis, quality, regulatory compliance, launch preparation, commercialisation, cross functional collaboration, corporate strategy, portfolio management and resource allocation. We create the innovation framework that will enable you to translate your ideas into new products and services and get them to market faster, better and cheaper. With a reliable product development road map in place, your organisation will quickly and efficiently response to market trends.

At Najmi we use the seven-stage strategy of our new product development process which includes:

1. **Concept/ Ideation:** Customer requirement and innovative functionality design ideas are floated and explored freely to find compelling potential solutions that answers and identify the market need.
2. **Feasibility study and design planning:** During this phase, the project team reviews product design concepts and the detailed, exhaustive project requirement are assembled that will guide the design and development phase.
3. **Design and Development:** In this phase, formal engineering specifications are created. Verification and validation plans are developed for future.
4. **Testing and verification:** Comprehensive testing of the final product takes place to evaluate the robustness of the design and its ability to meet customer and performance requirement.
5. **Validation and Collateral Production:** validation takes place against the customer needs that have been identified at the ideation stage. Collateral is finalised and prepared to support the manufacture and launch phase.
6. **Manufacture/Launch:** Plans, specifications and relevant documentation are transferred to manufacture for production and software products and updates are released to the customer. Marketing and launch plans are finalised and activated
7. **Improvement:** The new product becomes the part of the company’s portfolio. Ongoing product management ensures the product is subject to continuous upgrades and improvements.
8. **Assessment of existing product line.**

With ever-increasing competition and varying consumer needs it becomes even more important for companies and business to assess their product portfolio. Product line analysis is the key strategy that should be adapted to review business performance. Product line analysis encompasses the rapid elicitation, analysis, specification and verification of the requirements for the product line. Expanding product line enables a company to target consumers who are either already buying the brand or are likely to buy the brand. Great development and management is difficult for more organisation. It involves adjusting product line to match a revolutionary technology and market changes. Boasting product line strategies is the key to great product development and management. Najmi offers significant experience and knowledge to help you and your organisation realise much gain from good product line strategies. We work towards advancing your product line both economically and competitively.

1. **Pricing Analysis:**

‘Price Analysis is determining the right price for your product’. Cost and Price Analysis are explored to help you to determine the right proposed price for your products and services. Your price sends a strong message to the market- it needs to be consistent with the value you are delivering. When your price, value proposition, positioning and brand are aligned, you are in the best situation to maximise revenue and profits. In order to develop a good pricing strategy, we need to start looking at major variables. Such as your value proposition, market lifestyle stage and your revenue and profit goals. Your pricing should support, brand and channel partners.

Najmi’s expert analysis will help you get the best competitive price for your product in 4 steps:

* 1. Firstly, we document your cost structure.
  2. We make sure that we capture a competitive price for you
  3. Estimation is made regarding how sensitive your target market is to price fluctuations.
  4. After sieving through these steps, price is calculated that would maximise profit and sales.

Prices determine the future of the product, acceptability of the product to the customers and return profitability from the product.

1. **End user sector analysis**

It is important for the companies to identify the end users of their products. An end user is a person that actually uses a product. Business must know how to target their end users through marketing or any other means. Najmi will help you analyse an end user like customers perception mapping evaluating unmet needs, usage level of different products, factor influencing product selection, level of brand awareness, etc . To name a few understanding the customer and their need is essential to building effective and beneficial products. Companies can use the hyper-detailed information gathered through product analysis to make more informed and profitable product decisions. One of the most basic steps in end user analysis is to assess what your user needs to accomplish. End user analysis plays an important role in uncovering which customer needs must be fulfilled and how to best fulfil those needs. By our intense research into the final product design, we help you build a product that is useful, efficient and productive for your end users. An expert like us in the early stages of development leads to satisfied user and fewer redesigning issues in the later stages of production.

1. **Expansion Strategy**

Many companies invest and build capacity for creating economies of scale. Companies target expansion into new markets by efficiently using their potential and creating additional sustainable income opportunities. In light of these, there are various opportunities both in developed countries, where there is larger demand, and in developing countries where there is increase in demand. Najmi aids companies to target and plan their international growth strategy for success. Within the context of our expansion strategy, we support companies entering into international markets, so sustainable and profitable growth can be one of their main strategies as they plan to establish production facilities abroad and to enter into the local market. Our strategy comprises of market entry strategy including crucial choices in regard to primary markets of focus, determination of target customer and channel, resource allocation, product and service value offering, brand positioning and creation and expansion of operating model. Our model is based on five principals which are:

1. Concentration and research
2. Integration and market penetration
3. Diversification
4. Cooperation
5. Internationalisation

Najmi has the potential to expose your products and service to a border audience, leading to wider customer base, increase sales and new opportunities, therefore it becomes essential to have a great expansion strategy. We are leading providers of a great road map for your business in order to enable firms to formulate and expand in new areas.

1. **Go to market strategy (GTM)**

A go-to-market (GTM) is the strategy is the plan for targeting the customer pain point with the right sales and marketing process, so you can grow business at the optimum pace. For a new business an incorrect GTM strategy and mean years of slower growth because of incorrect pricing, marketing channels, sales process and many other factors. It is basically a plan of an organisation, utilising their resources who deliver value proposition to customer and achieve, competitive advantage. A go-to-market (GTM) can give you an edge over others, say while launching a new product or services, re-launching your company or brand or even moving a current product into new market. A good GTM strategy generally identifies a target audience, include a marketing plan and outline sales strategy. While each product in the market will be different, a go-to-market (GTM) strategy should identify a market problem and position of the product as a solution.

Najmi will benefit you develop an effective and pragmatic go-to-market (GTM) that is rooted in a deep understanding of your customers. We combine deep functional expertise in sales, marketing, pricing and product management with the rich collection of tool and bench mark, we address the key organisational issues, essential to make sure you achieve and sustain great results.

1. **Customer Pain Points**

Customer pain points can be defined as a specific problem your customer or prospect experience during all the interactions across different touch points. Business, no matter big or small need to put efforts in order to identify Costumer pain points to acquire or retain customers by developing a frictional less experience. For you Najmi uncovers Costumer pain points which ultimately effects both your sales and marketing strategy as figuring out the prospect’s pain points so that business can tailor their pitch and improve or upgrade their product or services according to market fluctuations, demand and needs.