

Business Strategy & Planning | *Planning Services Portfolio*

Effective business performance is built on sound, realistic and actionable strategy. Our planning capabilities allow your firm to develop strategies and plans that reflect your significant external and internal conditions, build on your organizations fundamental strengths, and serve to differentiate you from your competition.

One of our key philosophies -and client benefits - is that marketing planning can't just be one process. Effective marketing strategy is a multi-layered concept - one size or process does not fit all. As a result, T|M|W offers a comprehensive and closely related suite of planning services and tools that either allow you to address specific planning requirements (such as a pricing strategy) or to complete a comprehensive overall business strategy.

The Challenge

In today's challenging global marketplace, companies require committed and technically outstanding professionals who truly understand their business. For more than ten years, companies have relied on TMW to provide sound and valuable business advice and help manage their business risks. Business strategy is the engine of corporate direction.. At T|M|W we believe business strategy and marketing strategy should be intimately connected - marketing strategy will be ineffective unless built on sound business principles. We can either lead the entire planning process or support your own planning initiatives with best practice processes. Regardless we can help to ensure that your organization is guided by a strategy that leverages your key strengths and marketplace opportunities and is also realistic to achieve.

Our Approach

At T|M|W, we believe business strategy and marketing strategy should be intimately connected - marketing strategy will be ineffective unless built on sound business principles. We can either lead the entire planning process or support your own planning initiatives with best practice processes. Regardless, we can help to ensure that your organization is guided by a strategy that leverages your key strengths and marketplace opportunities and is also realistic to achieve. The | Marketing | Works' has developed a framework based on four key perspectives as they relate to ultimate organizational success. The basic premise of this framework is that all four measures are ultimately critical for long term success. These perspectives of performance include:

- Financial
- Customer or Stakeholder
- Internal Organizational Processes
- Innovation and Learning

Benefits

T|M|W Business Strategy services provide the following key benefits:

- Better business results - our strategies have consistently helped to differentiate and effectively position our clients' products or services.
- Better internal integration - our approach ensures that the planning process is not an ivory tower exercise - significantly increasing the likelihood of success.
- Ensures success - through consistent communication of goals, strategies and objectives with all stakeholders.

Better Marketing Performance