

**YOUR NEXT
MOVE** >>>>



**WE GUIDE
ADVISE &
EXECUTE
STRATEGY
AND.....**

YOU THRIVE

STRATEGISE 

STRATEGIC MARKETING IS YOUR KEY TO SUCCESS, THAT'S WHY WE CALCULATE. SO YOU DON'T SPECULATE

Strategise is a consulting firm which provides business owners and entrepreneurs with marketing strategies, market research and marketing support. Combined passion for marketing communications and dedication which makes a unique resource for business owners and entrepreneurs.

Small business is born from passionate people with a unique idea and incredible drive to succeed. Entrepreneurs love what they do and want the world to know about it, and these are the people Strategise serves.

The common challenges that a small business owner faces is the lack of resources (time, cash, and knowledge). Strategise can assist you in building your marketing buzz about an idea to have customers lined up before the doors even open.

Our goal is to provide business strategies, sales and marketing strategies, market research and marketing support for entrepreneurs and business owners to attract a following of passionate patrons.

IS YOUR BUSINESS GROWTH A PRIORITY?

VISION AND HARD WORK ARE ONLY PART OF WHAT IT TAKES TO GROW A SUCCESSFUL BUSINESS OR BRAND

Every business is unique in the way they operate and how they attract their ideal customers with their unique entrepreneurial culture. That's why we customise and personalise our approach with every client.

Expect to feel empowered, inspired, and confident that you have the tools needed to reach your audience to grow your business.

Together we will set goals and create action plans that will include easy-to-execute marketing activities and business strategies that you can implement with the resources you own right now.

BUSINESS PLANNING

STRATEGIC. MEASURABLE. ACTIONABLE.

Business planning is essential for any business to achieve sustainable profitability and growth. The daily demands of running a business in a continually changing market can make finding the time to plan difficult.

Our consulting process will assess the current state of your business and work with you to develop a comprehensive plan for accomplishing your business goals.

We'll work with you to define your business goals and develop an actionable strategic plan for your business. Using a unique customised strategic framework, working with you to build your strategic plan through a top-down approach.

First, your goals and vision, next to your marketing audit, is established to support the success of your idea, and finally, we highlight your enablers and operational pieces that will act as the foundation for achieving your business goals.

TACTICAL PLANNING

Guiding your strategies into a tactical plan that will be implemented to make your vision a reality. Our process engages the key members of your team in planning operational projects and managing the availability of resources to gain employee buy-in. Since a tactical plan is a constantly evolving document, we will provide support for adjusting your tactics, KPIs and timelines so you are always pushing towards achieving your short and long term goals.

PERFORMANCE MANAGEMENT PROCESS

We partner with you to develop your performance management process from start to finish.

Using the balanced scorecard framework, we align your vision and objectives from your strategic plan with your day-to-day business activities. We will outline the drivers for success and identify key performance indicators for measuring your progress. With a performance management process in place, your team becomes accountable for reaching targets and achieving business goals.

WHO WE ARE

We partner with our clients to provide actionable insights through process-driven solutions. The rest of the story is about our values, our passion, and our way of doing business –intangibles that can't be financially measured or modelled but indeed make the difference.

Strategise Has Worked Across All Types Of Industries, With All Kinds Of Clients From:

- Large multinational firms
- Mid-sized companies
- Family owned businesses
- Small start-ups

What Unites Our Clients, If That They All Tend To Be Ambitious Business Leaders, Striving To Go From 'Good Enough' To 'Greatness'.

- They all think and act like owners
- They are not satisfied with the status quo
- They want a challenge
- They want a personal trainer to push them hard

WHO WE ARE

Strategise looks at the business from the top down. Start by asking the right questions, and then drill deep down to unveil the real solutions. Not settling for 'off-the-shelf solutions', but strategise recommendations are highly customised.

Strategise helps clients decide where to go, and how to get there and make sure the right decisions get translated quickly into action and that the customer's team can sustain the momentum into the future.

FOR MORE INFORMATION VISIT

www.strategise.co.za

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