



## HOW TO UNLOCK YOUR COMPETITIVE ADVANTAGE

In today's fast-paced environment, even the most successful companies aren't always able to fully develop the competitive advantage they need to perform to their maximum potential. Time pressure, manpower constraints, and limited resources all conspire to focus management on meeting immediate targets, running the business on a day-to-day basis, and fire fighting. To help you unlock your long term competitive advantage, Simoil Consulting has developed a unique market intelligence and consumer insight approach.

### The Simoil Approach

The Simoil approach concentrates on the consumer. It's all about consumer insight, understanding, and empathy; how to develop this knowledge, either from existing sources or through state-of-the-art, but surprisingly affordable, market research techniques; and how to integrate it into your marketing process. Our three-step approach enables you to achieve immediate benefits as well as to develop a sustainable competitive advantage for the longer term.

### Simoil Approach to Market Intelligence & Consumer Insight

|  |  |   |  |  |
|--|--|---|--|--|
| <b>Audit</b>   | <b>Market &amp; Products</b>   | <b>Marketing</b>  | <b>Customers</b>   | <b>Management &amp; Organization</b>   |
|  | <ul style="list-style-type: none"> <li>• Brands &amp; Positioning</li> <li>• Consumers</li> <li>• Distribution</li> <li>• Competition</li> </ul> | <ul style="list-style-type: none"> <li>• Strategy &amp; Spending</li> <li>• Pricing</li> <li>• New Products</li> <li>• E-Marketing</li> <li>• Planning &amp; Execution</li> </ul> | <ul style="list-style-type: none"> <li>• Direct &amp; Indirect</li> <li>• Business Models</li> <li>• Relationship Management</li> </ul>      | <ul style="list-style-type: none"> <li>• Org. Structure<br/>Strategy, Marketing, Sales, R&amp;D</li> <li>• Processes<br/>Management &amp; Execution</li> </ul> |
|  | Vision   |   |  |  |
|  | Gaps & Opportunities   |   |  |  |
| <b>Improve</b>   | Solutions  |   |  |  |
|  | Roadmaps   |   |  |  |
|  | <b>Management</b>  | <b>Market Information</b>   | <b>Product Benchmarking</b>  | <b>Market Research</b>   |
| <ul style="list-style-type: none"> <li>• Interim Mgmt.</li> <li>• Project Mgmt.</li> <li>• Knowledge Transfer</li> </ul> | <ul style="list-style-type: none"> <li>• External Sources</li> <li>• Internal Mining</li> <li>• Digital</li> </ul>                               | <ul style="list-style-type: none"> <li>• Internal</li> <li>• Competition</li> </ul>   | <ul style="list-style-type: none"> <li>• Product Testing</li> <li>• Communication Testing</li> <li>• Omnibus</li> <li>• Web-Based</li> </ul> | <ul style="list-style-type: none"> <li>• Integration</li> <li>• E-Strategy</li> <li>• Execution</li> </ul>   |

Our approach optimizes your marketing process to achieve maximum results at the most efficient cost by:

- Refining your strategies and structure to maximize return on your marketing investment
- Turning your in-house data and market research findings into knowledge, insight, and actionable plans
- Transferring business know-how to your internal team
- Interfacing directly with 3rd party service providers to ensure you get maximum value for money

### Simoil Consulting Deliverables

- A quantitative and qualitative evaluation of your current market information, including a Gap Analysis
- Management Recommendations with full costing
- A concrete Improvement Roadmap, specifically designed to be integrated into your company's execution plan

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