

HOW WE WORK

Relax. We'll Get It Done.

PROBLEM

General Problems

- Losing sales/profit momentum
- In danger of being overwhelmed by new competition
- Unsuccessful re-positionings, campaigns, loyalty-building programs
- Lack of engagement with local/neighborhood community

SOLUTION

The Solution Mix

- Reposition the concept/product/service
- Create "WOW" promotions, items, offers
- Create theme-based events to promote the concept
- Reinvigorate the business by taking advantage of co-op funds from suppliers
- "Re-imagine" the concept design
- Revamp current services/products
- Create an effective "re-launch" campaign and enhanced branding, collateral, website
- Web/Email Marketing

RESULT

Benchmarking | Metrics

- Increased profits at x%
- Increased traffic, frequency & sales based on history; measure incremental activity
- Increased income at x%
- Increased Average Unit Volume over \$x
- Increase total bill by x%

Benchmarking | Other

- Inspire word of mouth through superior relationship management
- Inspire ongoing loyalty in the face of increased competition and price pressures
- Differentiate from competition
- Web Analytics - Response Analysis