



**ALTA
CONSULTA**

ALTA CONSULTA – OUR MISSION

TO HELP BUSINESSES MAKE **DISTINCTIVE, LASTING AND SUBSTANTIAL IMPROVEMENT** IN THEIR PERFORMANCE THROUGH **FINANCE, EU FUNDING AND INNOVATION**

Portfolio of Services

Integrated Approach



BUSINESS SUPPORT

- Procurement
- Business Process Improvement
- Strategy Development
- Feasibility Studies
- Corporate Support
- Family Business Set-up
- HR Consultancy



FUNDING & BUSINESS DEVELOPMENT

- EU Funding
- Local Assistance Schemes
- Traditional bank funding
- Venture Capital Sourcing
- Partner Evaluation & Selection
- Project Management



FINANCE

- Chief Financial Officer Services
- Management Accounts
- Cash Flow Management
- Credit Control & Collection
- Investment Evaluation
- Payroll Services
- KPIs & Reporting Systems

HELPING YOU GROW AND IMPROVE YOUR PERFORMANCE

Maximising your business potential - GRTU workshop Let's Evolve

- Market Research
- Organisational Structuring
- Business Plans

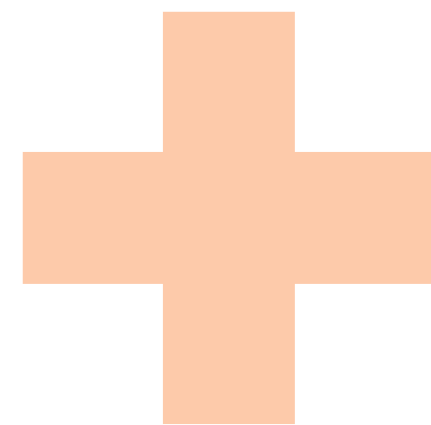
Business Performance Pillars

Owner Dedication and ability
Star employee
Popular Foreign Franchise
Excellent Location

People – HR
Organisation Structure
Processes & Procedures
Physical Premises
ICT Platform

Product / Service
Price
Place
Promotion
Competitive Landscape

Competitive
Advantage



Structure



Market

Competitive Advantage

An advantage that a firm has over its competitors, allowing it to generate greater sales or margins and/or retain more customers than its competition.

Competitive Advantage can be price related or operational.

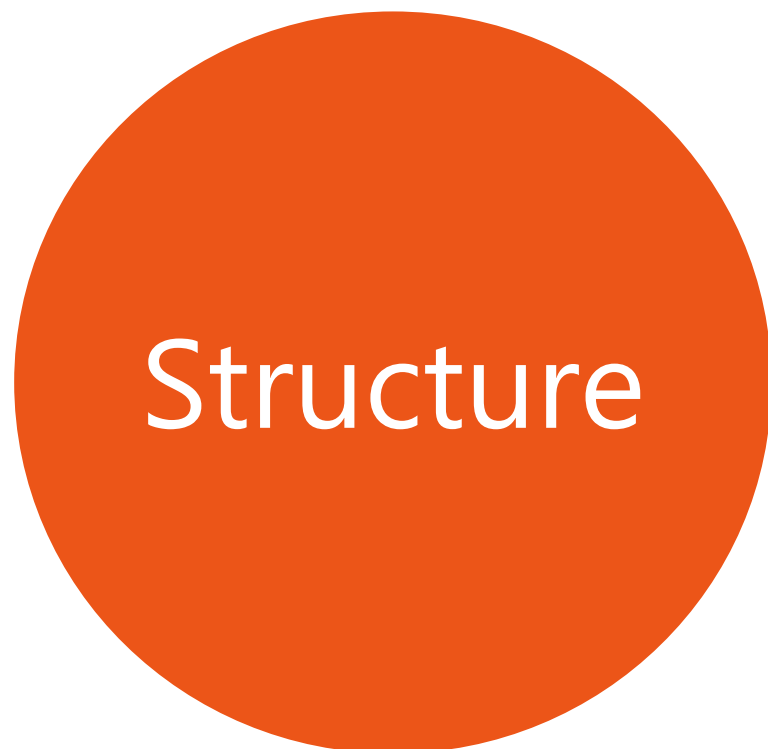
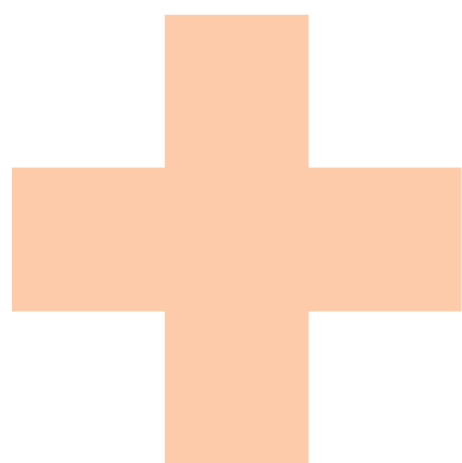
Identifying the Competitive advantages is a key activity in preparing a business plan.

Business Performance Pillars – what are we focusing on?

Owner Dedication and ability
Star employee
Popular Foreign Franchise
Excellent Location

People – HR
Organisation Structure
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Physical Premises
ICT Platform

Product / Service
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Promotion
Competitive Landscape



Why focus of Structure and Market?

- Employee Retention and attraction
- Pricing Decisions
- Foreign Franchise queries
- Product design and packaging
- Finding suitable locations
- Customer focused operations
- Developing and using the right marketing channels
- Identifying and anticipating market gaps and requirements
- Preparing a marketing communications plan and budget



Business Performance Improvement Process

The whole process



The end objective is to create a better experience or product for the client in a profitable and cost-effective manner

- Step 01
Conduct the Market Research, keeping in mind the unique selling points and strengths of the entity
- Step 02
Define the product and service definition including marketing channels
- Step 03
Establish the financial parameters to ensure the exercise benefits will exceed the cost
- Step 04
Involve the people in any change process
- Step 05
Review and document all procedures related with delivering the product to the client
- Step 06
Achieve Customer Centricity, where the customer becomes truly the centre of all activities



Market Research

The goal of doing market research is to equip yourself with the information you need to make informed business decisions about: start-up, innovation, growth, product, price, place (on-line and physical) and promotion.

Market research helps one make better business decisions



Market Research

What do you want to know?

Who are your customers? Describe them in terms of age, occupation, income, lifestyle, educational attainment, etc.

What do they buy now? Describe their buying habits relating to your product or service, including how much they buy, their favoured suppliers, the most popular features and the predominant price points.

Why do they buy? Not an easy question and the answers will depend on the product and its uses. Some will buy for price/value while some will buy for the quality of the service.

How will I make them buy from me? What I need to do to increase sales.



Market Research

Types of Market Research

Primary research might be telephone interviews or online polls with randomly selected members of the target group. **You can also study your own sales records or your sales people or most importantly your online presence, to gather primary research.** Secondary research might come from reports found on the websites of various other organizations or blogs written about the industry. For your plan, you can use either type of research or a combination of both.

Acceptable margin of error used by survey researchers falls between 4% and 8% at the 95% confidence level. The higher the confidence level, the higher the cost, since sample size will be higher.

Consider whether to stratify the survey, but again the more specific the population sample, the more costly it will be, since it will take more time and effort to find the required profiles.

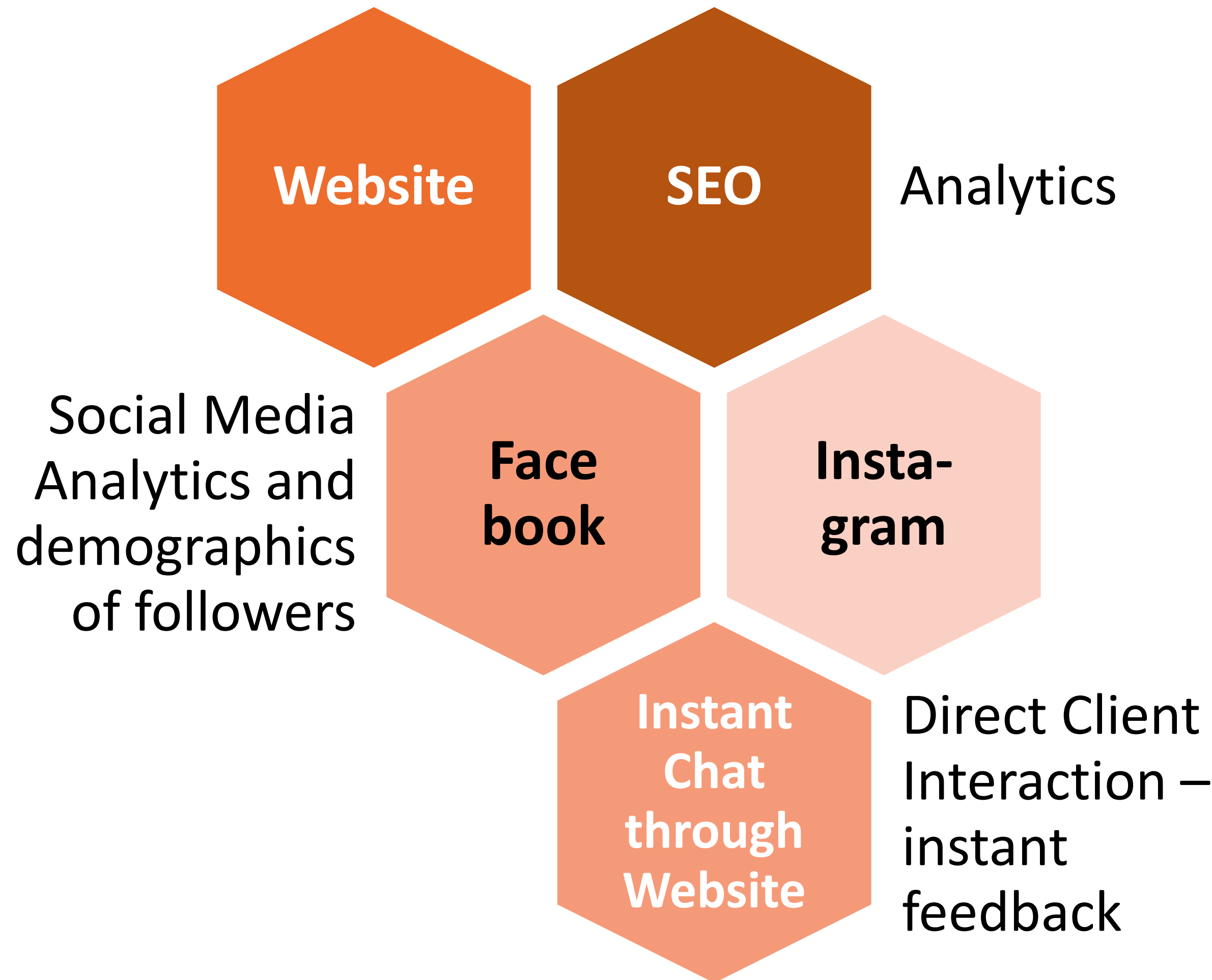
Market Research

What is the process?

- 1** Determine what you need to know about your market. The more focused the research, the more valuable it will be
- 2** Prioritize the results of the first step. You can't research everything, so concentrate on the information that will give you the best (or quickest) payback
- 3** Review less-expensive research alternatives. Business Support Consultants can help source secondary data and also design questionnaires
- 4** Consider the benefits of conducting research on a quasi-permanent basis. This applies to mystery shoppers and customer satisfaction

Market Research

The effective online presence – a source of Market Research



- Building database of clients and demographics
- Client complaints, queries and suggestions are useful information for product development, competitive landscape and other factors
- Opportunity to deal with client before a negative review is posted



Market Research

Data Science for small business

10 Years Ago

Direct mail, email, or search engine optimization

5 Years Ago

A successful online presence (web-site) and using social media platforms

Today

Targeted online advertising and communication at the right time using the right channel, including real-time Chat function

5 Years On

Data analytics using the customer digital footprint.

“Customer experience is expected to overtake price and product as the key brand differentiator”



Market Research

Data Science for small business

A 2016 study conducted by IDG found that large enterprises have already embraced the rise of data and analytics, with 78% agreeing that data strategy, collection and analysis have the potential to completely change the way they conduct business.

A recent SAP-sponsored survey of global small businesses, decision makers in these organizations say that they are only at the "early stages" of digitally transforming their companies to make the most of their data. Many overestimated the potential challenges of adopting new technologies. *Google Analytics* is a good place to start. Other sites like *clearstory data* allow you to merge your data with publicly available information.

Restructuring

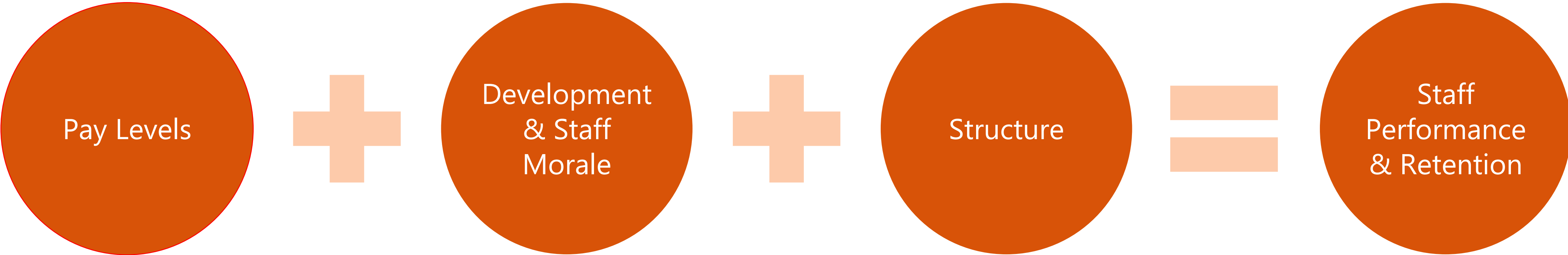
Restructuring is the act of reorganizing the operational structures of a company for the purpose of serving the client more efficiently and in a more profitable manner.

Any Restructuring exercise starts with the target client and continues with Human Resources and then to process, procedure and other structure changes



Human Resources

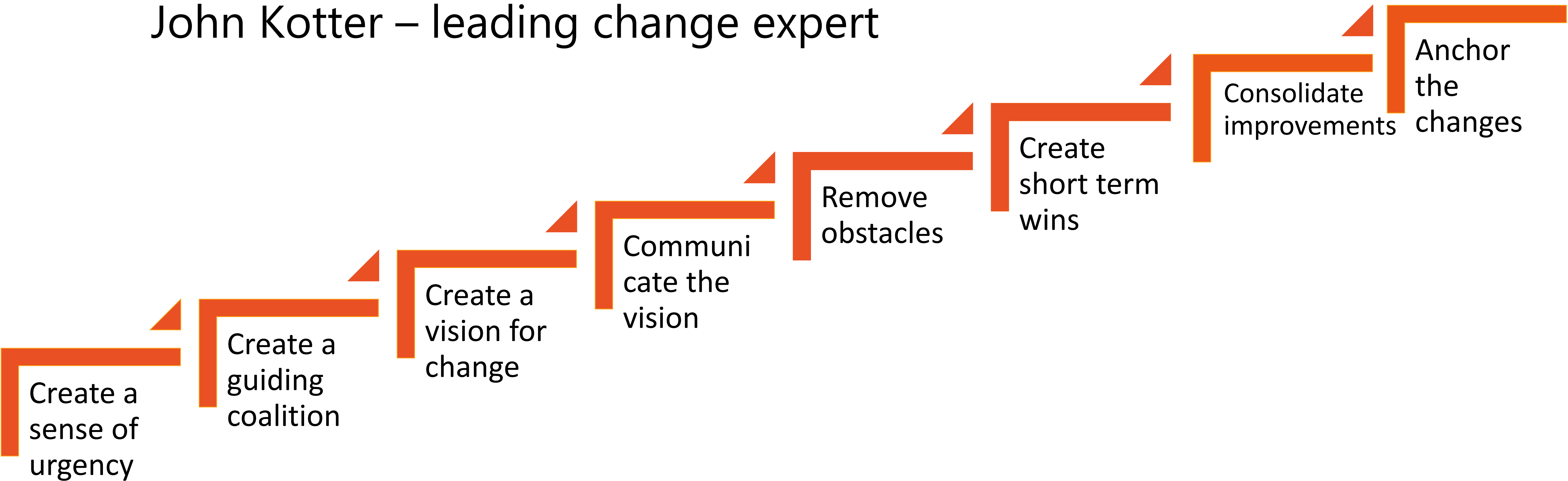
Human Resource Management is Critical during a restructuring exercise



Eight step change method

Our Services

John Kotter – leading change expert



Business Procedure Review

What are the procedures that are critical in the delivery of the product in the format and channels identified through market research and using the structure set-up to serve the market?



Why Conduct a Business Plan

A business plan, professionally prepared as detailed in this presentation, and supported by market research and structure considerations will help:

- Increase profitability and ensure feasibility
- Identify new product lines, marketing channels and methods
- Attract the required resources at the right price
- Attract investor funding for growth
- Provide the basis for bank funding
- Can be used to apply for Business Support Measures, with cash grants of up to € 500,000

Business Plan Preparation

An Iterative Process

- Background
 - Resources at hand
 - Unique Selling points
 - Competitive advantage
 - Financial Health
 - Operational and Capacity Parameters
- People – Human Resource Management
 - Training and development
 - Organisation Structure
 - Staff Levels and capacity
 - ICT Platform and maturity
- Business Environment
 - Present Market
 - Market share/potential
 - Competitive landscape
 - Product features
 - Product and service gaps in market
 - Customer Profile
 - Market Research



Locally managed business support Schemes for Consultancy Services

Malta Enterprise and the Measures and Support Division offer consultancy support and cash grants to finance the professional preparation your business plan.

Alta Consulta is an approved Service Consultancy Service provider under the Business Enhance ERDF Grant schemes that are co-financed by the European Regional Development Fund, under Operational Programme I 2014-2020



Thank you

KEEP IN TOUCH

CONTACT AND FIND US

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