

The logo for ODEM Business Consulting is centered within a white square border. The word "ODEM" is written in a large, white, sans-serif font, with a small "TM" trademark symbol to its upper right. Below "ODEM", the words "BUSINESS CONSULTING" are written in a smaller, white, sans-serif font.

ODEM<sup>TM</sup>  
BUSINESS CONSULTING

Where Business Ideas Come to Life



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## ABOUT US

“Think how exciting it would be if the only thing you had to do was sense a brilliant idea and treat it like a seed. Imagine if you could then plant it with the confidence that a dedicated caretaker would water it, nourish it, and bring it to life, and you could reap the benefits season after season! That is what we do; this is who we are. We develop your ideas and shape your business.”

### **We offer Business Development Solutions for Individuals and Companies:**

Activities include startup development, business planning, research, marketing and management. With ODEM Business Consulting, your company will be partnering with consultants who put the client first. We are unique; we take a holistic approach.

### **Our approach to consulting:**

We need to determine what our clients’ needs truly are to properly assist them. Our consulting approach includes several meetings to ensure we understand our client needs, followed by a detailed draft proposal that serves as a means to confirm we understood what is required. This draft outlines the precise tasks to be performed, the timeline for completion, methodology to be used in task performance, and labor and expense cost itemization. After the draft is reviewed, changes are made and another proposal is prepared. When the client is satisfied that the proposed work will yield the expected results, we proceed to engage in the project.

### **Our approach can be summarized as**

- Exploratory discussions
- written draft and final proposal
- Development of needed market data or market activities
- Reporting
- Implementation of needed market activities
- Client follow-up
- And more...

Our service package includes:

**Business Development Consulting**

- Start-Up Development & Planning
- Business Project Management
- New market development
- Market research - field and desk
- Strategic and tactical planning
- Business & Market planning
- Plan implementation assistance
- Competitor Analysis

**Management Consulting**

- Recruitment services
- Customer Service Strategy and Training
- Corporate Responsibility Programs
- Business model development, including administrative packages - job descriptions, appraisals
- Multi-days, Half Day Business Seminars & Lectures



## BUSINESS DEVELOPMENT CONSULTING

### **Start-Up Development & Planning:**

Formation of mission, vision, name, brochures & proposals. Our start-up entrepreneurs, small and mid-sized clients often require assistance to develop appropriate marketing materials to help their marketing and selling efforts.

These services may be the development of catchphrases, tag lines for launches, simple flyers, more robust brochures, trade show handouts, catalog pages, or presentations. Each of the elements you choose for your business is dependent on what you need to reach your target audience.

You get to pick and choose your options, selecting those that best suit your requirements. There is no need to do it all at once. We can start by partnering with ODEM Creative Media to offer you a simple but professional logo, business card, and brochure and add other elements, as needed.

### **Business Project Management**

Under ODEM Business Consulting Project Management Services your company will benefit from our consultancy services on site. Our services are particularly suited for companies who are about to launch a project or initiative, and know they have the talent within their staff to complete the project, but lack a point person or a leader with the management skills to make it happen on time, within budget, and according to plan.

### **Some of our On-Site Business Project Management Services include:**

- Customer Service Improvement
- Market research, and other marketing activities for product launches

### **New Market Development**

We have worked with clients in different industries and market segments. Most of the clients we work with need to develop new, alternative, markets, or need to penetrate existing markets much more deeply than they have done. Our process of market development includes:

- Feasibility studies for new markets/businesses
- Customer quantification and analysis
- Target market profiling
- Target market qualifying
- Reporting
- Planning

### **Market Research – Desk & Field**

Market research is critical to forming the baseline information that marketing managers and business owners need to make informed business decisions and plan properly. Without obtaining and using recent market research information, companies run the risk of making flawed planning decisions that can negatively impact their businesses. Contact ODEM Business Consulting to assist your organization obtain the current market research information your organization requires to plan its future or next marketing activities.

### **Strategic & Tactical Planning**

The development of well thought through strategy and tactics for a company's marketing plan is part of the critical planning process. Strategy and tactics are intimately linked. You cannot have one without the other, and both need to be supported by the other.

When developing our Strategies and Tactics, our plans will encompass these Pertinent Ps:  
Product, Price, Promotion, Place/distribution, People, Potential, Planning and Profit.

### **Business & Market Planning**

A business & marketing plan is the key element to growing company sales cohesively. The marketing plan forms the basis for coordinating marketing activities for an organization and limits the ability of plan participants to indicate they weren't sure what they were supposed to do, when the task were to be completed, and how they were to be completed. A marketing plan, written correctly that includes the proper controls, becomes the centerpiece for all company marketing activities.

### **Plan Implementation Assistance**

Our ODEM Business consultants have written your marketing plan, now the next step is performing the plan implementation activities.

Dependent on the initial agreement with the client we can provide assistance in implementing each element of the plan. We are not the consulting firm that tells a client what to do, but does not know how to do it! We will assist in, guide, oversee, and monitor implementation results in progress to see if a company's marketing and /or sales personnel are performing required activities as defined and scheduled in the marketing plan.

### **Competitor Analysis**

Competitive analysis is an area for which most small and mid-sized companies will require consulting assistance. We conduct unbiased evaluations of competitors' strengths and weaknesses by performing research to determine a variety of critical competitor information. Specific pricing is not typically evaluated because of its subjective nature and that the stated discounts may or may not be accurate, or may vary by end-user or customer.



## MANAGEMENT CONSULTING

### **Recruiting Services**

We will work with our clients to provide them with high performing customer service & sales staff, and other required staff. We have developed our own methodology for identifying, screening, interviewing in-person, selecting, and contracting with high performing personnel.

### **Customer Service Strategy & Training**

ODEM Business Consulting offers experience in organizational and customer service development focused on Management Training, Supervisory Training, Leadership Development, Customer Service Department Assessment, and Training & Customer Service Strategy for individual companies.

We have several forms of Customer Service training programs focusing on "Dealing with Difficult Customers", "Delivering Customer Focused Service," "Service Analysis and Service Recovery" that will enhance customer loyalty. If you have a training and/or organizational development need the likelihood is high that we have an answer for you at a fee that works with your budget.

### **Corporate Responsibility Programs**

Designed to help senior executives integrate social responsibility with corporate strategy, participants learn how to improve economic performance while contributing to society. This program explores both existing and next-generation models of corporate social responsibility.

Participants discover how to align corporate culture with social responsibility strategies and measure their impact on the organization— and on the bottom line. The program is for senior executives in charge of socially responsible corporate programs, public affairs, philanthropy, environmental health, safety, or community affairs.

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**Business model development, including administrative packages - job descriptions, appraisals**

A good Business Model forms the basis for coordinating day-to-day company activities to achieve productivity. Likewise, suitable administrative packages to ensure you are not “overpaying” or “underpaying” will undoubtedly contribute to low staff turnover and the company’s profitability.

We believe that an appropriate business model and administrative package with all supporting elements is an important aspect of all companies and we are here to help in that respect.

**Multi-days, Half Day Business Seminars & Lectures**

The company plans to host several business seminars centered on the following themes:

- Increasing sales,
- penetrating new markets or segments,
- improving profits,
- developing new markets,
- how to effectively penetrate existing markets,
- creating effective promotional materials,
- selecting and working trade shows



## WHAT MAKES US DIFFERENT?

### Size, for one thing.

- Our business model is wide enough to offer you a complete portfolio of development services, at the same time; we're small enough that your team will be driven by the expertise of senior management.

- Our size also means we don't have to mass-produce implementation plans for our clients. Rather, we can assess each client's needs individually and craft a perfect solution that's as unique as you are.
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### We are Cost Effective

- Though we are consultants we are like your outside development department so you maintain control of production costs.
- Consultations without proposals are free so each time you sit with us; we will not be "hiking" our prices with "billable consulting hours."
- We are much more expensive than amateurs, but much less expensive than the market leaders or internationally positioned consultants.

### We are hands on consultants

- We encourage constant "after project" communication.
- You may communicate with any project-related employee or partner at any time.
- Our service delivery will constantly exceed your expectations. We know talk is cheap, so let us prove it!
- We visit you once every two weeks onsite - helping you understand the project as it evolves.
- We focus on understanding your capabilities and limitations first, and then we focus on business and marketing
- Our capabilities are based on effective communication and traditional strategies



### We offer Guarantees

- We don't use techniques which may be beneficial in the short run but harmful in the long run to your company in terms of your position in the market.
- We offer you a no-nonsense, 6-month period where you can "judge us by achievements." In case we fail to achieve the desired objectives, or you change your mind, you can terminate the consultancy contract in the first year.
- You get a chance to see what we have to offer based on our first proposal, if you decide we have not sparked your interest, you are not obligated to use our services, but our ideas cannot be used by you with another company.
- We will not only try to get you more customers, we ensure that the customers that you get are converted into more sales for you. After all, what's the use of business development if it doesn't lead to more sales?

Now that you have an idea of what we can offer,  
we hope to hear from you soon.

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