

SBCP organized 11 project across a large variety of functional areas and business types (1/3)

Functional area	Client situation	Project accomplishments
Marketing	1 Baby care producer , struggling to define market position, leverage customer data and looking for greater market presence	<ul style="list-style-type: none">▪ Defined the optimal target customer, which will dictate the overall marketing approach▪ Provided means to address current gaps in customer information▪ Align the client on a refined mission statement and value proposition▪ Formulated a 5-step approach to defining marketing plan▪ Identified seasonality in demand and the need to align inventory planning
	2 Software development consultancy facing a decreasing sales pipeline and unclear value proposition	<ul style="list-style-type: none">▪ Defined the ideal target customer and an approach to generate leads▪ Developed framework to qualify leads on 4 dimensions and delivered an excel tracking tool▪ Refined customized pitch tactics, and co-developed user cases▪ Identified actions points to improve online marketing
Operations	3 Mobile app developer for restaurants , looking to make operations more robust	<ul style="list-style-type: none">▪ Created transparency on E2E cash flows from App users to the restaurants and on requirements for restaurant payment processing needs▪ Recommended a specific payment processor based on financials, scalability and customer service (inc. risk assessment and mitigation measures)▪ Created an excel tool to track revenues, cash flows and payments due to and paid out to restaurants
Operations & pricing	4 Restaurant business , considering to expand into catering	<ul style="list-style-type: none">▪ Recommended operational model regarding preparation and staffing of catering events▪ Created a tool to estimate the profitability of potential catering events and make pricing recommendation

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Functional area	Client situation	Project accomplishments
Strategy	<p>5</p> <p>Small US company selling packaged health food, struggling with competition in the organic market</p>	<ul style="list-style-type: none"> ▪ Recommended an adjustment the business model by focusing on the manufacturing part of the value chain ▪ Analyzed several alternative sales channels and identified key cost saving drivers ▪ Supported client in the negotiations with a specific target channel
	<p>6</p> <p>A museum, looking to grow its online science seminar program</p>	<ul style="list-style-type: none"> ▪ Identified the opportunity to enhance product offerings and better communicate product value to customers ▪ Defined a future state vision centered around offering unparalleled learning experiences to a diverse group of customers who actively return to and promote the program ▪ Provided 29 actionable recommendations to improve products, pricing, and partnerships (incl. prioritization based on impact and effort assessment)
	<p>7</p> <p>First-move cosmetics producer facing increased competition, looking to sustain growth</p>	<ul style="list-style-type: none"> ▪ Analyzed competitive landscape on value proposition, pricing behavior, user reviews and marketing ▪ Analyzed customer behavior: origination of sales and purchasing habits ▪ Identified opportunities to increase sales through social media presence, website design, product assortment adjustments and enhanced customer analytics
	<p>8</p> <p>Alcoholic beverages producer looking for growth strategy in current market</p>	<ul style="list-style-type: none"> ▪ Recommended a distribution model, incl. sales targets ▪ Recommended changes to the product mix and the introduction of new size bottles for specific beverages ▪ Recommended specific price changes based on competitor pricing, product margins and bottle sizes

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Functional area	Client situation	Project accomplishments
Go to market strategy	9 Manufacturer of portable home solar systems in Africa, looking to enter new countries	<ul style="list-style-type: none">▪ Identified three new countries to enter, based on macro-indicators of success▪ Identified distribution channels for each market▪ Analyzed the competitive landscape and identified an approach to differentiation
	10 Architectural materials producer , in need for a strategy to launch a metallic spray-on surface finish	<ul style="list-style-type: none">▪ Completed market analysis (incl. potential customer interviews) to identify market trends, determine pricing and identify challenges and potential substitutes▪ Identified and prioritized potential target customer segments▪ Estimated financial attractiveness of the new market▪ Recommended an aggressive marketing and pricing strategy to capture new customers quickly
	11 Start-up , looking for a go to market strategy for a brain damage diagnosis technology	<ul style="list-style-type: none">▪ Identified specific segment as the ideal target customer and defined clear value proposition towards them▪ Clarified next steps towards generating leads and identified threats