

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

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

# SBCP organized 11 project across a large variety of functional areas and business types (2/3)

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

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

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