



*"it is not enough to do
your best; you must
know what to do, and
then do your best"*

W. Edwards Deming

strategic research & marketing™



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Process

strategic research and marketing – A multi disciplinary, staged approach to strategy development & issue resolution, calling on the skills of market research and marketing team members from within red kite consulting group.

	DEVELOP STRATEGIC OPTIONS					
1 – Strategy Workshop <i>What could we do?</i>	↓	↓	↓	↓	↓	↓
2 – Exploratory Research <i>Should we consider it?</i>	Yes ↓	No	Yes ↓	Yes ↓	No	Yes ↓
3 – Environmental Assessment <i>What can we do?</i>	■ ↓		■ ↓	■		■
4 – Opportunity Assessment <i>How much is it worth?</i>	■ ↓		■			
5 – Plan Development <i>How do we best do it?</i>	■					

Applications

- Where market understanding is limited and/or where strategy lacks definition
 - With a new launch or line extension
 - Due to change in the market or environment
 - Due to a licence change
- Evaluation of in and outlicensing opportunities
- Strategic reviews
- Wherever an independent perspective free from preconceptions is required

Advantages

- Provides a holistic view
- Logical & exhaustive approach
- Facilitates the elimination of non profitable or undesirable options
- Defines strategic direction clearly, aiding complete engagement internally
- Dovetails strategic development and consulting into a robust research methodology

Case Studies

- Comprehensive market understanding & launch strategy development (biotechnology)
- Understanding of Payers & Prescriber dynamics, leading to subsequent organisational redesign

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