



BUSINESS UNIT STRATEGY

Working side by side with your leadership
team as they decide where to play and
how to win

Every business wants to deliver long-term sustainable growth, but the evidence shows that many businesses fall short of their expectations on this front. Our goal is to help you to develop action-orientated strategies to enhance the competitive capabilities of your business.

Ipsos Business Consulting

Build · Compete · Grow

Our unique approach helps you understand your business better, identify strengths and weaknesses, develop competitive advantage and execute sustainable strategies.

How

CAN WE OPTIMISE
our business model to leverage
our market position?



Ipsos Business Consulting's approach brings together your company's business leaders to create a tailor made solution for your business, capable of dynamic approach that allows you to make sense of an uncertain market and map out robust strategies. Our solution includes the significant advantage of being part of Ipsos – a global marketing research company. We are able to easily incorporate qualitative and quantitative services as well as other world class solutions from Ipsos, such as Brand Value Creator (BVC), Censydiam, and Vantis.

THE KEY MODULES WITHIN THIS SOLUTION ARE:

1) INTERNAL ASSESSMENT

An in-depth look at your company that results in clear mapping of the strengths that you should focus on.

2) MARKET DIAGNOSTICS

A deeper understanding of the business environment, how it is changing, and where the opportunities and threats lie.

3) COMPETITIVE ADVANTAGE ASSESSMENT

Discovering your business' advantage, assessing the robustness and identifying gaps in the market.

4) BUSINESS MODEL AND STRATEGY DEVELOPMENT

Evaluate and develop a business strategy that is relevant to market conditions while taking into account inherent strengths, weaknesses and risk factors associated with competitive threats.

5) IMPLEMENTATION

The process of transforming strategy and on-paper policies into real world operations is fraught with challenges. We provide your leadership with hands-on support for implementing the Business Unit Strategy, helping to ensure that all aspects of the plan are delivered effectively.

FIND OUT MORE ONLINE

With over 20 years of experience and consulting hubs in 18 countries on five continents, Ipsos Business Consulting is the specialist global business unit of Ipsos that is focused on strategic consulting. We offer our clients the knowledge, insight and guidance they need to pursue their growth plans with confidence. Ipsos Business Consulting works with a wide variety of multinational, regional and local clients as they seek to build, compete and grow in both developed and emerging markets.

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