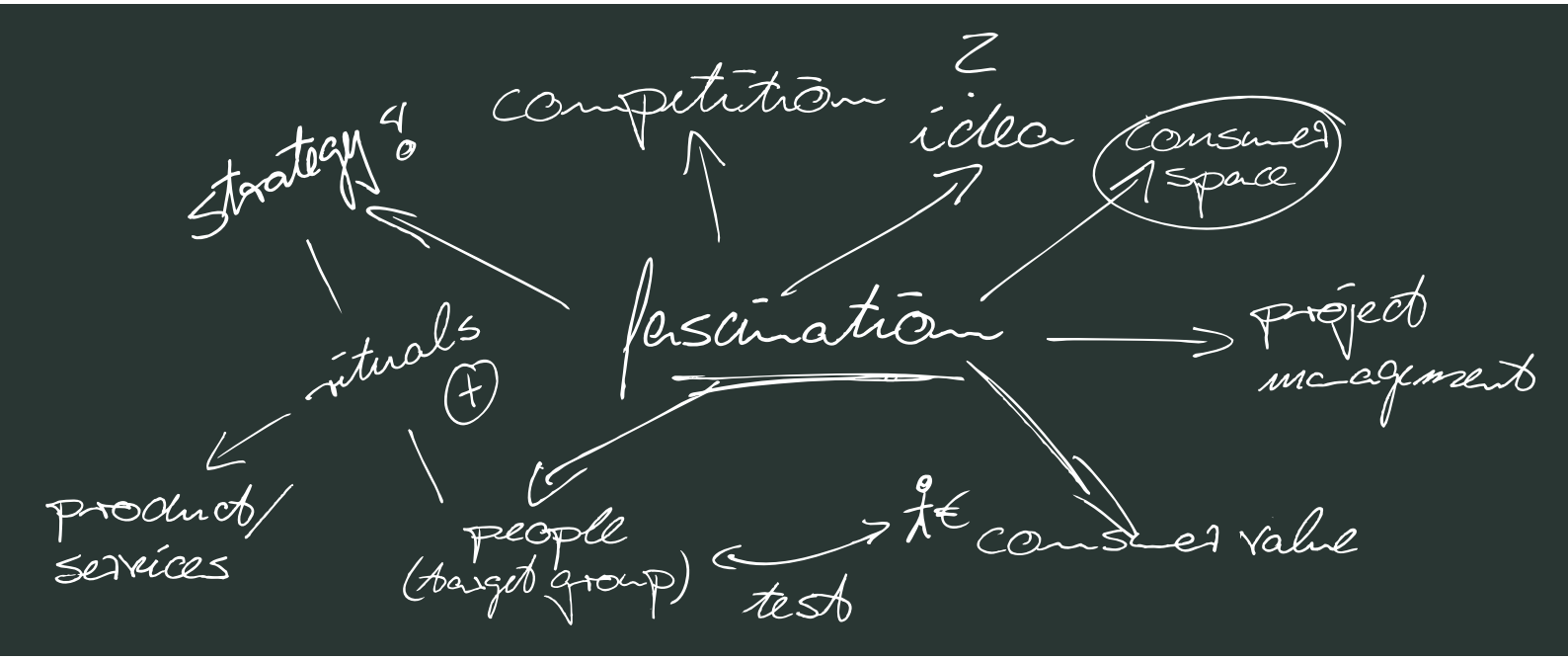
stueweconsulting

A Marketing Verbund Company



CONSULTING MUST INSPIRE

Operative sales and marketing consulting

CREATIVE THINKING

STUEWE CONSULTING

Our Ambition: Inspired Customers

"Inspire" means to fill something with spirit, to get through and understand, combine sense and emotion, jump boundaries and create new ones. It is our job to inspire with systematic analysis and creative strategic development along with good business sense.

Generalists with expertise
Stuewe Consulting is an implementation-oriented management consultancy - we see ourselves as strategic generalists with special operative expertise in the fields of marketing, brand management and sales.

Our consultants make complex connections navigable and develop extraordinary solutions together with our customers. We think practically and rationally and work with unusual themes, for example, fascination concepts and consumer rituals.

In addition to our services, Stuewe Consulting's membership in the Marketing Verbund allows it to make use of widely diversified capabilities and expertise in the marketing and sales sectors. Thus, we are in the position not only to conceive and support extensive and complex projects, but also to realize them functionally.

OUR CORPORATE MAXIMS

- Consulting must inspire.
- Consulting is creative and efficient.
- Consulting makes complexity decidable.
- Consulting leads to operative results.
- Consulting is precise and daring.

Marketing Verbund
Stuewe Consulting is a member of the goal-oriented Marketing Verbund. The owner-operated Marketing Verbund has been a trustworthy and innovative partner in the field of sales and marketing for more than 10 years.

From strategic consulting in market and target group analysis to the design, production, and distribution of advertising media - Marketing Verbund offers everything you need for the complete planning and realization of marketing and sales campaigns.

Through an intelligent network combining various areas of expertise, Marketing Verbund and its specialists are in the position to offer integrated services all from one source. Moreover, we love the challenge of realizing seemingly impossible solutions, based on our innovative methods, together with our customers.

SERVICES PROVIDED BY STUEWE CONSULTING

Our Approach: Intelligent Analysis and Creative Implementation

Stuewe Consulting is dedicated to the statement of inspiration. As an implementation-oriented management consulting company, we are strategic generalists with special operative expertise in the fields of marketing, brand management and sales.

Marketing Analysis
With our innovative and flexible methods of analysis, we provide individualized business insight to our customers over and above the classic market and corporate analysis. Based on this business insight, you will be in the position to systematically understand, interpret and shape dynamic, complex and uncertain markets as well as sales and marketing systems.

Strategic Development
Building on the results of this business insight, we develop result-oriented strategies. From the corporate strategy as well as design and marketing concepts to communication and sales strategies, we offer a broad spectrum of strategic development.

Operative Marketing and Sales Concepts
We understand consulting not only as strategic action, but also as operative activity. Accordingly, we work with our customers to ensure the transfer of strategy into functional practice. Over the course of developing these operative concepts, we develop e.g. pragmatic models, methods, processes, briefings or test designs, based on which the strategies developed can be directly applied

Practical Implementation and Project Management
For us, practical implementation does not end with functional conception. On the contrary, we also put functional concepts into practice in reality. For example, over the course of developing these concepts, we design consumer spaces, implement sales structures or produce and realize complete advertising campaigns. In addition, we can assume, on request, the complete management of customer projects as well as interim management within the customer's organization.

Consulting is the creative dealing with the normative power of real life

MARKETING ANALYSIS

We know more than we know how to say. *M. Polanyi*

Today, gathered knowledge about the markets is not sufficient any more. Markets need to be analysed from a creative point of view – because markets no longer simply exist, they are being actively designed. Accordingly, fast and capable analysis combined with fast and capable reactions in turn form the foundation of modern sales and marketing.

For this reason, we offer two sectors in the area of marketing analysis. During the course of the market insight, the external market sphere is analyzed. In contrast, the marketing use and sales analysis reflects the internal sphere of action of a company with regard to market conditions. Together, these two perspectives are complementary elements of a preliminary marketing analysis design, which generates knowledge, demonstrates goals and challenges and defines tasks (Business Insight).

Market Insight
A perspective into the functional operation and genesis of markets is critical for successful marketing and effective sales during times of turbulent market development. The Market Insight is not only concerned with analysis, but also the development and configuration of markets.

Within the framework of our market analyses, we develop practical marketing concepts that are directly applicable based on empirical market potentials created from real data. The spectrum of our market insight repertoire includes situation-specific total market analysis and competitive analysis, customer value-driven fascination and consumer space evaluation, as well as market segmentation and sales potential-driven local and regional assessments.

Analysis means to create

Marketing and Sales Analyses
Knowledge of markets is only productively useful if it relates to the internal value added processes of a company. The range of our services in this sector reach from transaction cost-based sales system analyses through brand and communication analyses as well as the examination of business models.

We always take end-customer potentials into account in the analysis of sales and marketing strategies. We are, therefore, in the position, for example, to optimally measure and evaluate advertising concepts or locations with regard to their current and future market performance. With our customer valuation methods, based on which the sales and marketing costs are combined directly with the empirical results of market analyses, we create the basis for success-oriented strategic development and the development of operative actions.

STRATEGIC DEVELOPMENT

Beyond each corner new directions lie in wait. *Stanislaw Jerzy Lec*

We look around every corner and find strategic paths from among the optional directions in order to successfully shape and respond to markets. Building on the results of marketing analyses, we develop corporate, marketing, and sales strategies based on which the envisioned goals are reached and the concrete challenges can be overcome.

Value Units
Our spectrum of strategic development includes brand and corporate positioning, fascination, and customer value concepts, as well as the development of target group-based sales systems or potential-oriented POS concepts.

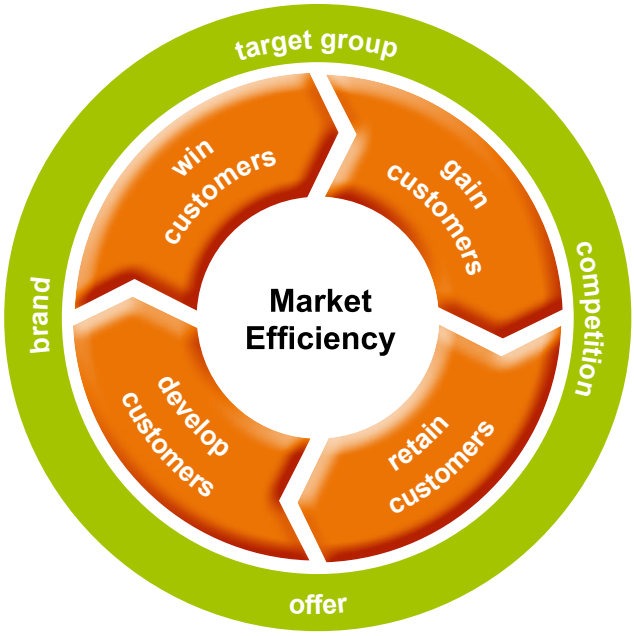
The goal of our strategic development is to create successful Value Units. A Value Unit consists of a qualified, localized target group, a corresponding fascination and engagement strategy, as well as a mix of offers, communications and sales determined for the target group.

No matter whether we create the individual elements of a Value Unit or complete Value Units for our customers - the direct link between marketing and implementation is always in the foreground.

Market Efficient Strategies
Using the results of analysis based on end customer potential, our sales and marketing strategies put us in the position to, e.g., ideally design sales systems or advertising campaigns with regard to their current and future market performance. Whether dealing with the strategic organization of market optimization in the process of which an existing target group is exhausted, or whether new target groups are won in the course of a market expansion – our strategic development is directly applicable to the market and the envisioned target audience.

Market performance, defined as the relationship between sales potential, customer value and marketing cost, is the critical measurement field in the interface between market positioning, the products and services offered, target audience, and competition.

Based on market performance, it is possible for strategy and analysis to not only be statically measured, but also dynamically linked with each other. This guarantees that the strategy and its implementation are capable of development over the course of time, in turn enabling our customers to actively work in dynamic and uncertain markets.



OPERATIVE MARKETING AND SALES CONCEPTS

If the world should blow itself up, the last audible voice would be that of an expert saying it can't be done. *Peter Ustinov*

If the path to success is determined within the framework of a strategic development, then the operative marketing and sales concepts must be concerned with the planning and preparation of a concrete strategic implementation. In this context, the organizational barriers that arise during the course of the strategic implementation will be identified.

Putting it into Practice
Within the framework of the translation of strategies into the operative level, we create pragmatic concepts. The pragmatic concepts are distinguished from the strategies in that they are applicable immediately and our customers' employees can move into position to implement the strategies practically.

Our range of operative concepts includes the creation of a brand personality or communication campaign, design management and planning of potential-based retail systems or innovative consumer spaces. By consumer spaces we mean the new regional, virtual, ritual and social locations,

where the consumers of today meet, where they communicate, consume and network. Designing these spaces yourself is a key factor in successful marketing.

Test Concepts and Operative Processes
However, operative conception is not only concerned with elements of content, but also with formal aspects. For example, we develop test concepts including methods of operative measurement and standards for success based on which advertising media, products, or services can be tested for their success potential before they are enacted on a broad scale.

In addition, we plan the procedural conversion of the developed strategies. This is carried out in the form of lead management processes, for example, which determine how sales contacts can be used appropriately, analytically and systematically within a sales structure.

PRACTICAL IMPLEMENTATION AND PROJECT MANAGEMENT

It is not because things are difficult that we do not dare, it is because we do not dare that they are difficult. *Lucius Annaeus Seneca*

Planning operative concepts and processes does not inevitably mean that they will be realized successfully. In order to win success in the markets, we will also implement the established concepts for our customers or support our customers during their implementation.

Sales and Marketing Solutions
In addition to planning the implementation, the next step is actually putting it into practice. In the marketing sector, for example, this may involve the organization of market orchestration or a corporate design. In the sales sector, this includes among other things the implementation of lead management processes, the construction of an efficient field work structure, or the systematic construction of a potential-based field staff system.

We also conduct workshops and training sessions that cover these concepts and solutions in order to implement and sustainably anchor the developed concepts and the associated knowledge with our customers.

Project Management
We can additionally assume the complete project management of the projects that our customers are creating with us. Particularly in times of dynamic markets, flexible and efficient project activity within the framework of an intelligent project design is necessary in order to successfully realize complex sales and marketing projects.

Consulting is courage and power to realize

Our decision-based project management system (DPM) and our many years of experience with large companies and corporate groups ensure smooth and efficient progress throughout the project.

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CONSULTING MUST INSPIRE

“Inspire” means to fill something with spirit, to get through and understand, combine sense and emotion, jump boundaries and create new ones - that’s why inspiration is always built on reason and emotion together. It combines intelligent analysis with the creative fire of insight and the joy of imagination.

Stuewe Consulting is dedicated to this statement of inspiration. As an implementation-oriented management consulting company, we are strategic generalists with special operative expertise in the fields of marketing, brand management and sales.

It is our job to produce practical results based on systematic analysis and creative strategic development along with good business sense.

Let us inspire you!

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