OPTIMUM MC DMCC

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Optimum Marketing and Consulting DMCC

" The only thing that stands between you and your dream **is the will to try and the belief that it is actually possible.** "

— Joel Brown

Businesses are always searching for highly specialized opinions and expert assistance to not just accomplish the task but also to provide a competitive edge in the market. Consulting services are always required to add value to the brand and marketing activities and not just to compliment it. The main benefit of marketing consultants is their ability to provide an expert vision and prevent marketing mistakes.

Marketing consulting is an external resource that brings new opinions to the table of stakeholders.

OPTIMUM MC DMCC HELPS COMPANIES OPTIMIZE THEIR MARKETING AND SALES STRATEGY TO DRIVE PROFITABLE GROWTH.

We do this by drawing together insights from your customers, markets, business environments and internal organization.
We help business owners get answers to their marketing questions and guide them top the best tactics. Through marketing consultations, we give advice that’s in your best interest, rather than advice that leads to paying us more money.

OUR VALUES

In a world that's changing faster than ever, our values act as the guiding principle. They provide the context and meaning for the work we do every day.
They shape and inform our strategic decisions and guide our behavior. To build on past achievements and create the basis for OPTIMUM MC DMCC future success, our organization ultimately depends on the right skills and motivation. We hold the highest standards, because we know attributes such as kindness, inclusiveness, and integrity only really mean anything when they are reflected in our actions.

OUR CULTURE

Our culture is rooted in a strong foundation of principles that set the framework for how we all behave. The core of OPTIMUM MC DMCC success lies our demonstrated dedication to maintaining a positive and inclusive work environment, encouraging and celebrating professional growth, and promoting the health and well-being.

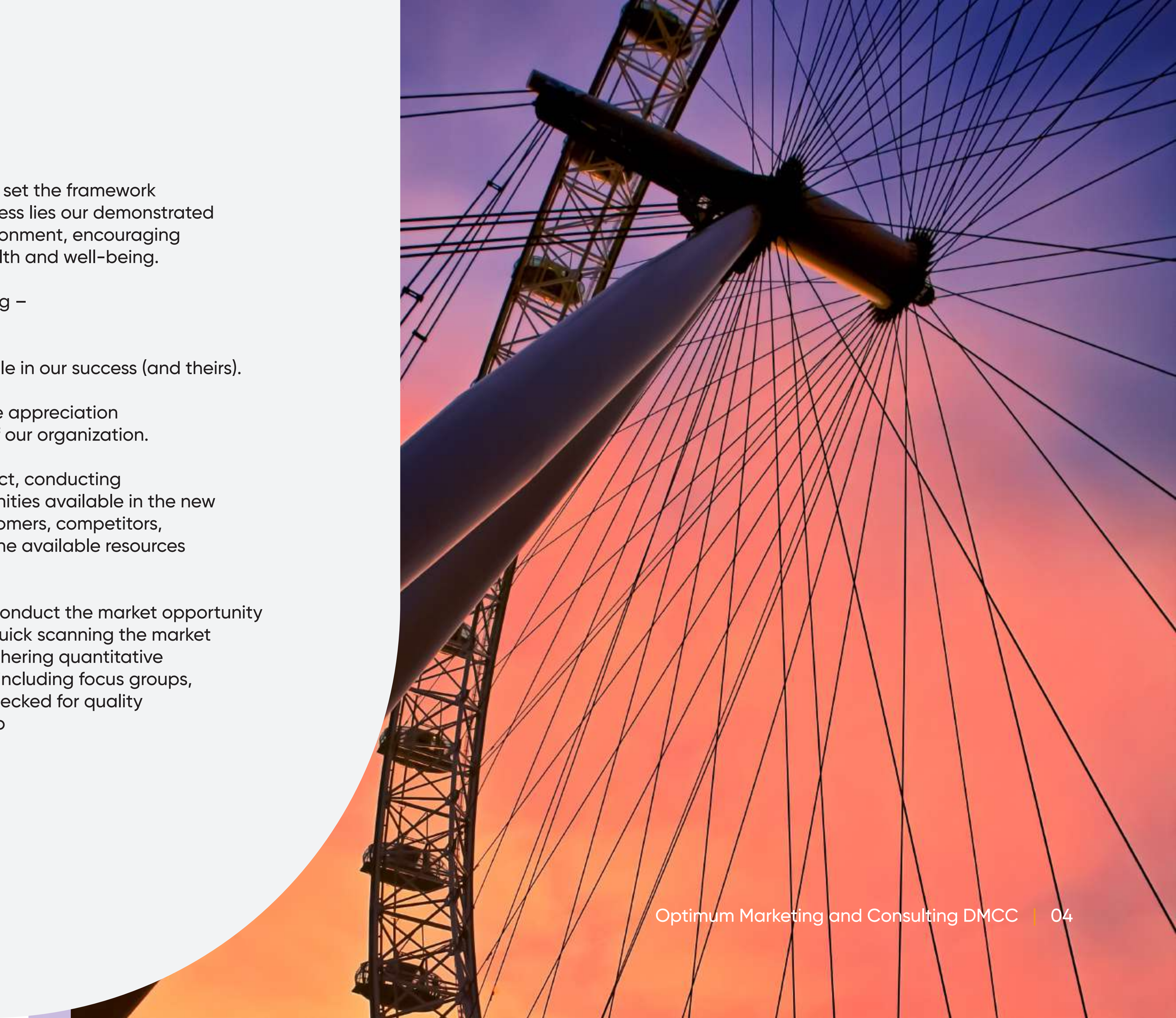
These principles help us to ensure we are doing the right thing – and ensure we do things right.

We believe that picking the right clients plays just as big a role in our success (and theirs).

Our passion for the work we do allows us to grow and win the appreciation of colleagues and clients alike, contributing to the success of our organization.

Before plunging into a new market or launching a new product, conducting a market assessment is essential to determine if the opportunities available in the new or existing market. Good understanding of the market - customers, competitors, industry- empower companies to decide where to allocate the available resources and how to seize the identified market opportunities.

We follow comprehensive techniques of market research to conduct the market opportunity assessment studies. The study starts with desk research for quick scanning the market and identifying the data gap. Further, the gap is filled by gathering quantitative and qualitative data through first hand research techniques including focus groups, in-depth interviews and surveys. The assimilated data are checked for quality and analyzed using various analytical techniques to come up with actionable market insights.



Combining our market research and analytics expertise, we conduct a comprehensive market assessment of client's products or services in targeted geographies.

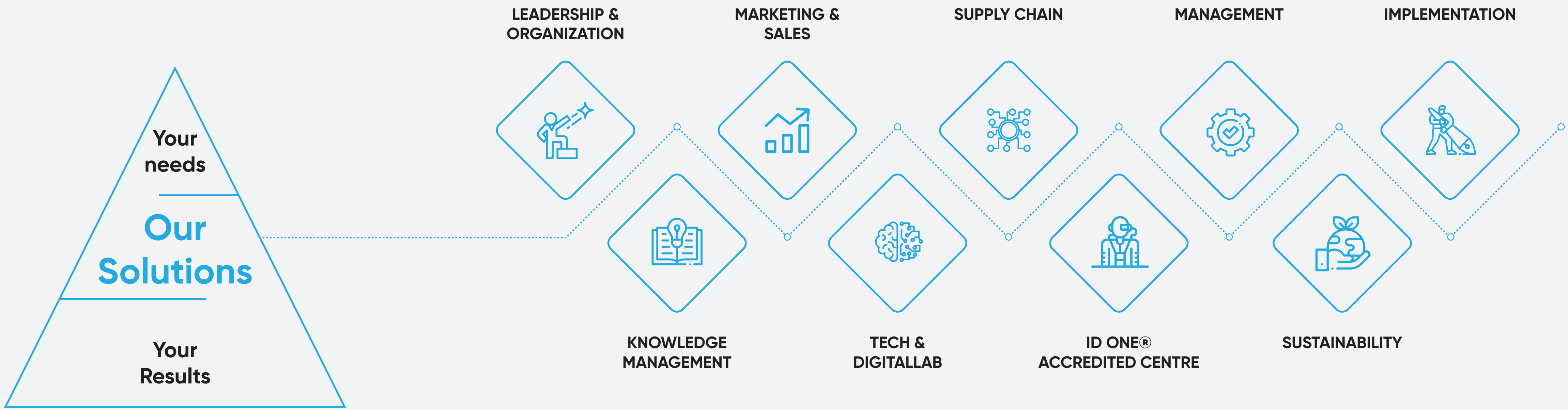
As a part of this service, we:

- Estimate the market size and its growth
- Identify the factors driving the growth of the market and challenges to be faced
- Scan the current and emerging market trends
- Analyze consumer behavior, their needs, wants and preferences
- Determine the market competitiveness
- Scan regulatory environment
- Forecast the future market

Key benefits you can expect

- Clear understanding of industry, customers and competitors
- Identified market opportunities to drive revenue growth
- Make better decisions to market expansion or product development
- Deep insights and reliable data to develop marketing strategies
- Minimize risks of investment in new or existing business

That is a gold standard in frameworks for measuring customer loyalty and maximizing its power for the bottom line.



Brand strategy

'Brand' is way beyond name and logo its emotional customers experience with the product, service or company. We develop a well-defined and executed brand strategy, that lead to a stronger emotional connection with customers, higher brand equity competitive advantage and affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments. We develop brand strategies and support implementation to build the powerful and enduring brand. That led to higher revenues and profits from improved alignment with customers and distribution channels.

Loyalty & customer experience

Increase customer traction by providing the seamless experience they want. This involves grasping customer needs across brands portfolio, products and channels – and, through this, defining the important characteristics of customer experience. In return, see higher profitability and increased loyalty by focusing on strategies to address pain points and create customer advocacy. You'll also improve your ability to serve targeted customer segments and develop differentiated customer experiences with high return on investment.

New product and service development

Bring a customer focus to developing new products and services. Assume a customer-centric lens as we develop new offerings. A key part of this is developing an understanding of customer needs – both met and unmet – from your own product offerings plus those of your competitors in order to identify new opportunities. You'll increase revenues and reduce the risk of failed product launches. You'll also surface untapped product and service opportunities, and improve efficiency and speed to market, all via our customer-centric approach to innovation.

Pricing strategy

Maximize overall profit while increasing margins and/or market share. Getting pricing right is one of the most critical commercial decisions for any business. It can lead to significant increases in top-line results; the bottom-line effect is even greater. Our approach allows you to develop the optimal initial pricing framework and sales incentives and to see ongoing benefits from an analytical pricing framework informed by customers, market conditions and the competitive environment.

Channel strategy

Make the most of your channels to market by being in the right places in the optimal way. An adroit strategy is essential to winning in a rapidly evolving, digitizing channel landscape. We can help you develop this optimal strategy through an understanding of the customers' journey and their likes and dislikes, combined with channel requirements, incentivization levers and cost to serve. The outcomes will include greater reach, strategic differentiation between channels and outsized share in growing channels – all translating to more revenue and profit.

Marketing strategy

Speak to the right customers in the right way at the right time. The marketing landscape is changing more rapidly than at any time in the recent past, with digital, social and mobile technologies making traditional models of engagement obsolete. To develop marketing strategies that will direct your resources more effectively, we combine our commercial expertise in advanced data analytics with a game plan that gets your message in front of the audiences you need to reach. You'll stimulate sales and strengthen your market positioning, thanks to a strategic view of the marketing mix that ties in more effectively with sales and product strategy.

Go-to-market and commercial organization

Define the optimal go-to-market strategy and commercial organization that will deliver against revenue growth or profit improvement objectives. In both nascent and mature markets, companies need to make complex choices around their go-to-market strategies, considering both direct and indirect models. In nascent markets, the relevant channel infrastructure may not be available, and a business may need to invest independently or in partnerships to build new routes to market. In mature markets, the distribution landscape may be evolving or consolidating. A business needs to select carefully the go-to-market and commercial models that would effectively and efficiently get its products or services to the customers, while allowing the business to capture the maximum value across the distribution chain.

Commercial excellence

Reinvigorate revenue growth and optimize sales and marketing spend. Commercial Excellence comprises a series of steps that an organization can take to define its target customers and plan the delivery of its value proposition to them, supported by excellent sales and marketing execution. Commercial Excellence is key for businesses that seek to establish a new go-to-market model to enter new categories or markets, and also for established businesses that aim to gain a competitive advantage and target incremental growth in mature, highly competitive categories. In our experience, Commercial Excellence initiatives can yield concrete financial benefits in terms of revenue growth and/or substantial SG&A savings through optimized resource allocation.

Customer targeting and value proposition

Identify the highest-priority customer segments to target, and define value propositions tailored to the needs of those segments. Many companies struggle with how best to understand, segment and prioritize customers — and how to optimize the economics, from both a provider and a customer perspective — leading to a "one size fits all" approach for allocating resources and investment. We rely on external research and rigorous quantitative analysis of sales data to inform customer groupings and determine the appropriate segments to pursue with the right value proposition. Our customer targeting capability provides clients with a clear focus on the "best fit" segments where the business can drive revenue and profit growth.

Retargeting Services

A good retargeting strategy can keep your brand top in minds of potential customers. Retargeted ads remind past visitors to come back and peruse your offerings or catch up on your latest content. Paired with third-party data and web analytics, retargeting strategies can even help brands reach out to customers who have never visited their site.

Sales force effectiveness

Improve and accelerate sales performance by determining the right processes and enablers to maximize the commercial team's effectiveness. To realize sales gains, sales and marketing processes need to align with the customer strategy and go-to-market model throughout the sales cycle. Sales enablers, such as compensation scheme for the team, key performance indicators, systems and tools, and training programs, must also be established to ensure that the sales team has the best support. We advise and support management teams on establishing the right infrastructure to root out sales productivity drains, align incentives and ultimately drive sales growth.

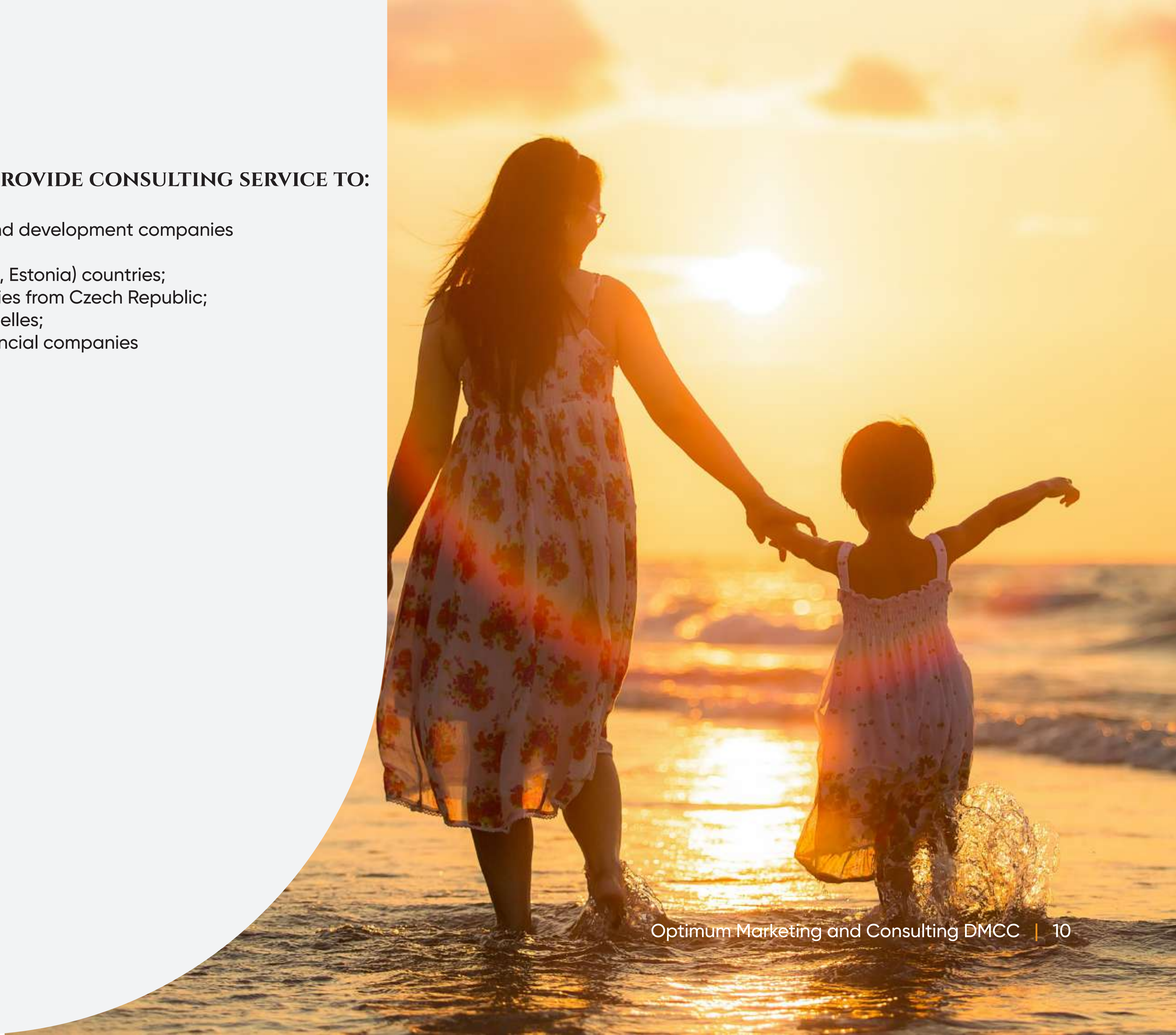
Networking

Creating the Network platform and organize the meetings. To exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting. Networking with a single point of common ground. Digitization has transformed marketing. Rising expectations (from both consumers and top management), increasing complexity in technology and tools, and an accelerating pace of change have become marketing facts of life. They have also led to an expanding ecosystem of partners and suppliers offering an ever-widening array of products and services.

OUR CLIENTS

PLANNING TO CREATE MARKETING STRATEGY & PROVIDE CONSULTING SERVICE TO:

- Manufacturing companies and holdings, Real Estate and development companies from United Kingdom;
- IT companies from Ukraine and Baltic (Latvia, Lithuania, Estonia) countries;
- Real Estate, development and redevelopment companies from Czech Republic;
- On-line brokerage platforms from Cyprus, Malta, Seychelles;
- Foreign representative offices of financial and non-financial companies (with Ukrainian and Russian beneficial owners);
- Financial Advisors from Switzerland



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A key challenge in marketing is navigating an ever-increasing array of choices. To help clients focus their efforts, OPTIMUM Marketing and Consulting company supported by unique solutions, methodologies, and expertise.

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