

OUR INTERNATIONAL OPERATIONS

StrategiK ConZult Ltd is a subsidiary of StrategiK ConZult LLC. and is a major hub of our operations outside USA. StrategiK ConZult Ltd supports USA teams on collaborative projects while servicing the African markets. Based in Lagos Nigeria, the commercial capital of the West African sub-region, the team here is well equipped to provide end-to-end delivery capability including project management, product development, quality control and customer support.

StrategiK ConZult Ltd is pioneering the application of knowledge-based decision making and targeted marketing among African businesses and global companies with African operations. We leverage the local talent pool (technology, statistics, analytics, research etc), strong IT-enabled processes, and experienced management team to execute our operations efficiently, reliably and to the satisfaction of our clients. If you are looking for a team that will help enhance bottom-line and growth in the African market place, StrategiK ConZult is the company you are looking for. Contact us at:

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OUR CLIENTS

Our diverse clientele include large multinationals, small corporations and entrepreneurial start ups with a goal to make impact within a highly competitive environment. Companies that have benefited from our expertise and services include:

- AstraZeneca
- ID Biomedicals
- SFBC International
- Valeant Pharmaceuticals
- Artherogenics
- Schering Plough
- Shire Pharmaceuticals
- Pfizer Pharmaceuticals
- Merck
- Auxillium
- Boehringer Ingelheim
- Amgen
- 3M

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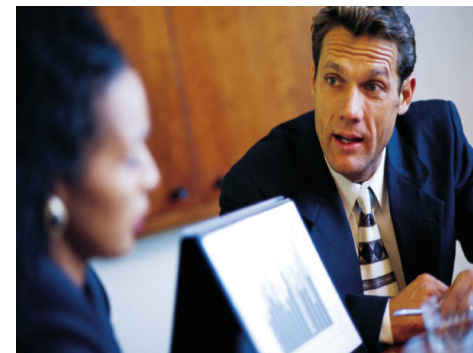
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StrategiK ConZult LLC



Beyond Traditional Client Expectation

ABOUT US

StrategiK ConZult LLC. provides a broad range of services that encompasses fact-based strategy development and implementation through innovative analysis and interpretation of business intelligence. Our strong global market research and analytical expertise backed by extensive industry knowledge means that we are able to deliver actionable solutions in strategic planning, targeted marketing, brand management, market segmentation, forecasting, sales and marketing metrics, brand tracking, data management and warehousing.

We use a variety of statistical and analytical approaches that include market research, unique analytical techniques, scenario building, statistical and empirical modeling, integrated forecasting and predictive modeling to help our clients make better decisions. Our technology enabled solutions also enable our customers to build internal capabilities by leveraging our R&D focus and experience.

OUR SERVICES

StrategiK ConZult LLC. is focused on the client's satisfaction. Our goal is to be a strategic partner with the client in the search for answers and solutions that best satisfies their peculiar business questions. Our Core Services include:

Market Assessment and Valuation:

- Identify, assess and value key channels within the market:

- understand gaps and opportunities of not-served vs. under served customers
- Validate company's overall capital base and market performance relative to the overall industry and key competitors
- Identify the impact of new competitors

Customers Segmentation and Valuation:

- Understand different customer segments: needs, behavior and value
- Identify and market differentially by segment: create appropriate products and services and marketing strategy
- Customer Relationship Management

Business channel assessment and optimization:

- Identify key revenue and cost drivers for each channel
- Understand competitive landscape and optimal resource allocation by channel
- Identify, capture growth opportunities optimize portfolios
- General brand management

Strategy development and implementation:

- Utilize insights to develop optimized market and customer targeting plan
- Create a customer retention and prospecting plan
- Create services that are tied to opportunity and growth potential across channels
- Diagnose, analyze and solve sales and marketing problems

WE ANSWER QUESTIONS..

- What are the key channels within the market?
- How do I optimize my marketing budget?
- Who are the most valuable vs. least valuable groups of customers?
- How can I get the internal systems to produce a single unified view of my customers?
- Are my products and services aligned to my customers?
- What are the perceptions of my customers to the current products and services relative to the competition?
- Are there missed cross/up selling opportunities?
- What are the tools needed for an effective customer prospecting campaign?

OUR MANAGEMENT TEAM

- Outstanding prior management experience.
- Expertise in research, modeling, statistics, sales/marketing and software engineering
- Strong international experience
- Multi-industry experience that spans the field of strategic consulting, pharmaceuticals, life sciences, manufacturing and consumer product industries