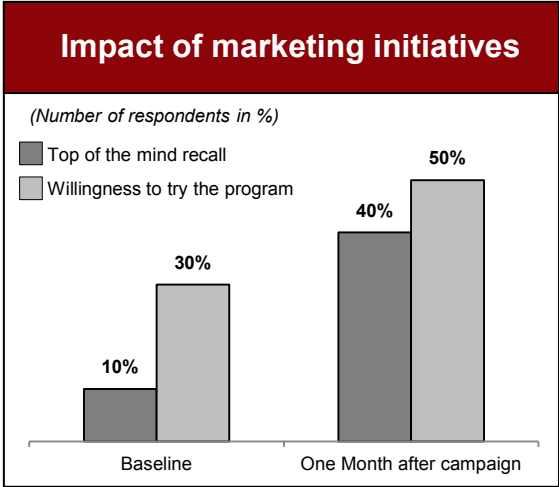


# VALIDATION OF THE BUSINESS MODEL AND DEVELOPING MARKET LEADERSHIP STRATEGY

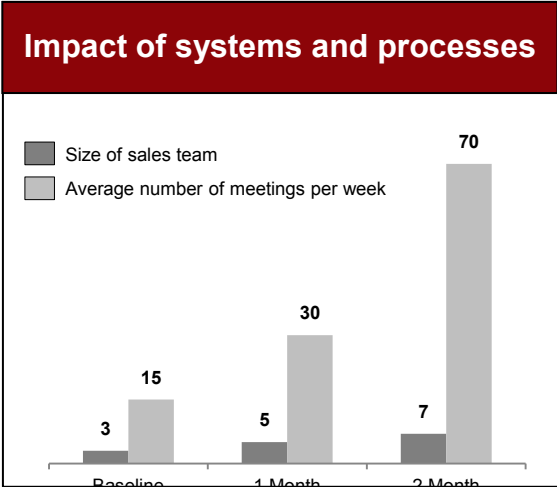
SITUATION	SECTOR
<p>A relatively new company in the outsourced physical education space wanted their business model to be validated and put in place a concrete strategy to attain market leadership</p>	<p>Outsourced Physical Education</p>
<p><b>KEY ISSUES</b></p>	<ul style="list-style-type: none"> <li>• The business model adopted by the company did not have a detailed analysis</li> <li>• All the departments worked in silos and there was no vision in terms of where the company was expected to be in the future</li> <li>• Lack of focus on systems and process leading to lower efficiency and problems in co-ordination</li> </ul>
<p><b>APPROACH</b></p>	<ul style="list-style-type: none"> <li>• Study of the market dynamics(stakeholder analysis) and focus on key forces which are going to influence the industry as a whole</li> <li>• Root cause analysis of the problems being faced by the organization</li> <li>• Restructuring of the organization and developing processes and systems</li> <li>• Initiate market awareness and brand building initiatives in sync with the sales team for higher reach out and acceptance of the product</li> </ul>
<p><b>RESULT</b></p>	<ul style="list-style-type: none"> <li>• Business model in line with the strategic requirements of the firm</li> <li>• 30% increase in the top of the mind recall of the brand and 20% increase in the willingness to try a new program</li> </ul>

# BUSINESS MODEL VALIDATION AND LEADERSHIP STRATEGY

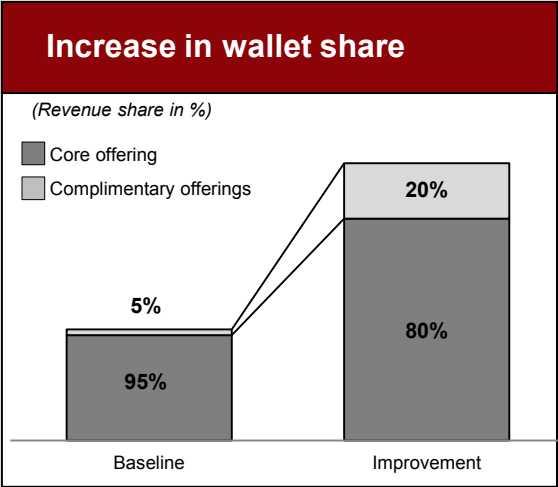
## KEY PERFORMANCE INDICATORS



- 30% increase in the top of the mind recall of the brand with targeted marketing campaign
- 20% increase in the willingness to try the new program achieved by improving the market awareness by highlighting the benefits of the program



- 100% increase in the number of meetings attended by the sales person per week
- Focus on meeting more clients by reducing the time spent in non productive activities
- Tracking systems for timely follow ups and confirmation of meetings



- 15% increase in the revenues generated from complimentary service offerings
- Increase the customer loyalty indicated by the increase in wallet share achieved by addressing the customer pain point to deliver better service quality

# APPROACH TOWARDS MARKET LEADERSHIP

## Work streams

## Description

## Results

### 1 Business Model

- Identifying the market size for the clients service offerings
- Evaluation of the market attractiveness
- Understanding the economic feasibility of the different service offering and the strategic alignment with the overall corporate goals
- Using stakeholder analysis to understand the needs of the market and identify additional revenue opportunities

- Developed a business model which is adaptable to the market and has a strategic alignment with the organization
- Identified additional revenue opportunities apart from the core offerings

### 2 Systems & processes

- Setting up the marketing team for increased effectiveness and increased coordination with the sales and product development teams
- Streamlining of the sales process for effective reach out
- Dashboards and tracking systems with clear performance indicators

- Increased brand recognition in market
- Increased efficiency of the sales team
- Transparency on performance and clarity in goal setting

### 3 People

- Training and team building activities on motivation
- Cross functional brain storming and idea generation sessions
- Clear job description and career progression paths for employees at all levels
- Clear communication channels across the organization

- Clarity in the message conveyed by the management and proper feedback mechanism
- Increased understanding of the problems and co ordination between different teams
- Boost in employee morale and focus on achieving the targets