



# Business plan, marketing and services

In order to boost the performance of your business, BSNF apply different approaches based on a customized **business plan**. We define a tailored marketing strategy to achieve the objectives. Here are our various services summed up in a few points.

## Specifications and a roadmap

BSNF define the main objectives of your business in terms of return on investment. This allows us to outline the appropriate course of action. You will thus get a clear vision of the work to be done and enjoy the results as the tasks are accomplished.

## Mission statement

For each of the steps by your side, we conduct a brief presentation of the approach. In this way you can master the phases of the **business plan** and will be able to participate actively in its implementation.

## Business context

Our strategy takes into account the current situation of your company. What is the current state of your sales? How important is your customer portfolio? What are the likely results with maximum exploitation of your structure? Answers to these questions provide a deep analysis of your organization's capabilities.

## Product description

Our approach relies on an objective study of your products or services to realize your **business plan**. This will not only be a technical description, but a careful and detailed study of the features that can bring added value to your customers. This primary work guarantees an effective marketing approach, which quickly achieves sales and return on investment objectives.

## Analysis of the competition : SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats

The study of your competition is made by the SWOT analysis. It allows us to first quantify the strengths of your company, your products or services. Then, it focuses on the weaknesses needed to be corrected and will help you see the opportunities that can be seized.

## Marketing plan

The previous steps lead us to developing a marketing plan consistent with your objectives, the SWOT analysis and the findings from the competition analysis.

## Operations

You will also benefit from our support with regard to your different operations. Whether it is sales, participation in trade shows and promotional events, we define the appropriate techniques for you to generate a ROI (Return On Investment) accordingly, in line with your expectations and your **business plan**.

## Sales management & Customer Service

Customer relationship management can be conducted through a CRM (Customer Relationship Management) that takes into account the specifics of your business model. We will identify and advise you to use the most appropriate management software.

## Chronology

Finally, structuring the different phases of our approach, detailed in terms of weeks and months, sets the chronology of the various activities to carry out your **business plan**.

Let me elaborate on your personal strategy and future business plans in a face-to-face meeting at your offices or during a conference call. Please feel free to visit my website: [www.bsnf.eu](http://www.bsnf.eu) and contact me by email at [nicolas.fluder@bsnf.eu](mailto:nicolas.fluder@bsnf.eu)