



Marketing Strategy & Planning

Marketing strategy is a long-term, forward-looking approach and an overall game plan of any organization or any business with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs and wants of customers. In other words, we will create the value proposition for your customers and position your company as unique brand in minds of consumers.

Our key obligations include:

- Strategic marketing planning
- Strategic analysis with ultimate marketing tools and techniques
- Developing the vision and mission
- Internal brand practices and developing EVP
- Developing the generic competitive strategy
- Developing marketing goals and objectives
- Formulation of Marketing Mix