

Consulting

KEY-STONE CONSULTING



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The increasing complexity, the rapid changes of scenario, the extreme competition of the markets, often require timely responses that can make a difference and provide the company with a stable and enduring success.

To analyze the scenario and the company, to identify the goals, to plan the actions, to implement the strategies: these are the "keystones" that Key-Stone provides to its customers.

Activities To support the companies in developing strategic and marketing plans: from the business definition and market analysis, to the choice of appropriate strategies, to define the operative guidelines, the implementations and the controlling systems.

Strategic planning and business planning
Scenario analysis and competitive system analysis
Strategic and operative marketing plans
Benchmarking projects
Corporate training plans
Sales network organization and incentive plans
New business planning and support
Target segmentation projects
Internal marketing analysis and business check-up

BUSINESS
PLANNING

MARKETING
PLANS

NEW PRODUCTS
& SERVICES
LAUNCH

NEW BUSINESS
AND
FEASIBILITY
STUDIES

SEGMENTATION
POSITIONING

INTERNATIO
NALIZATION
PLANS

BUSINESS
CHECK-UP

NETWORKS
AND
CHANNELS

SALES
PROMO
EVALUATI
ON

TRAINING

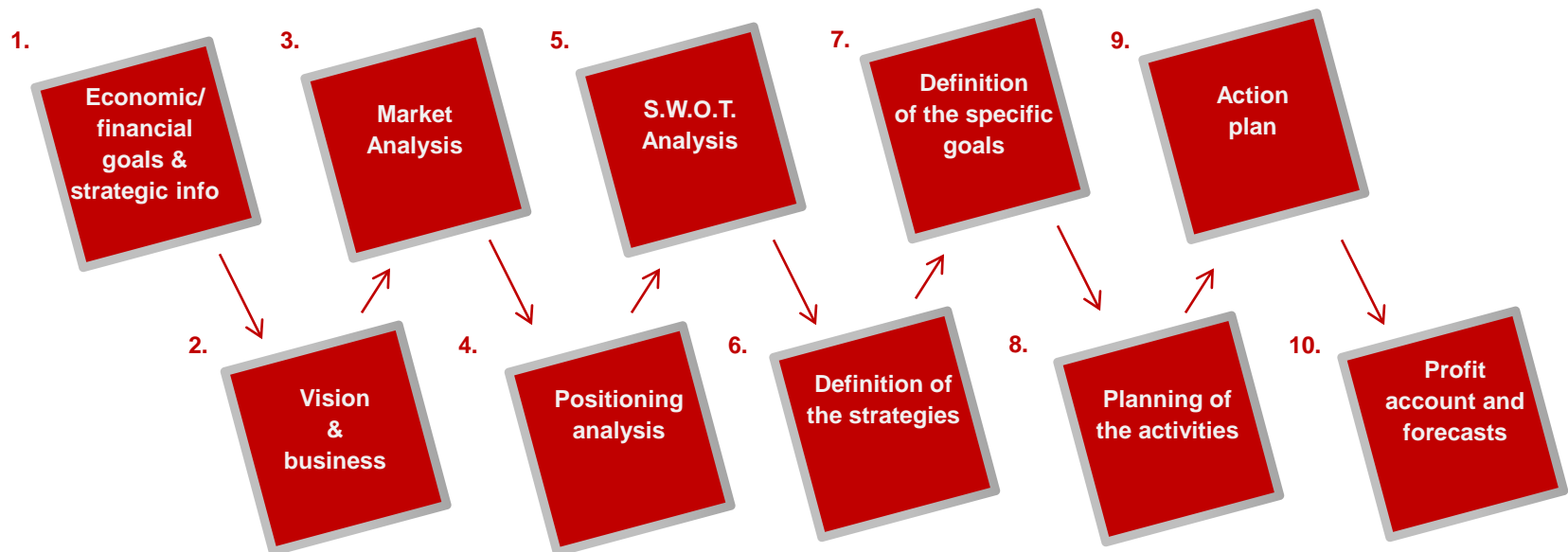
BUSINESS-PLAN



BUSINESS PLANNING

Key-Stone works with companies to define the guidelines and the management tools for realizing the business plan, that is fundamental to evaluate a company, the profitability of an investment, the basic goals, the strategies and develop programs and the feasibility study of a business idea.

The guidelines of a business plan

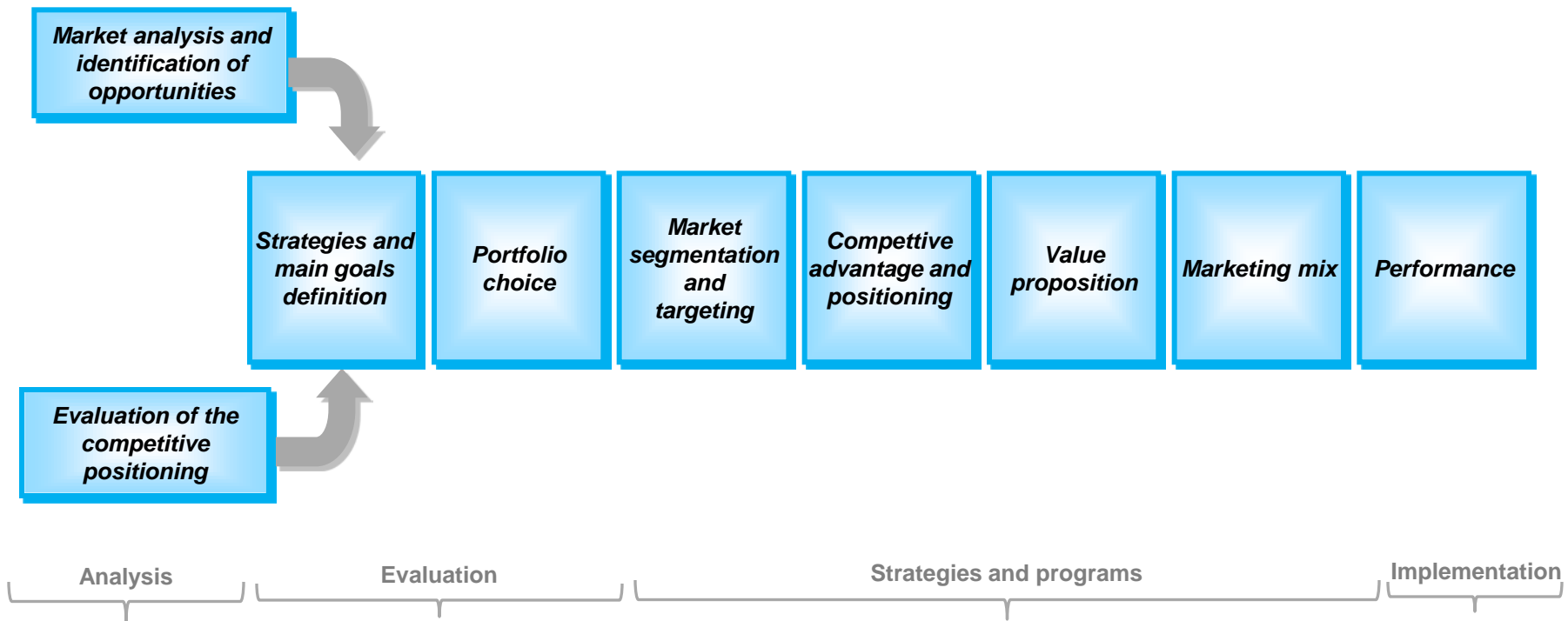




MARKETING PLAN

Decades of experience have led Key-Stone to develop an effective model of analysis and planning, useful to identify market opportunities and to decide – in a rational, but creative way – the best program to strengthen the competitive position of a company, improving customers, turnover and gains.

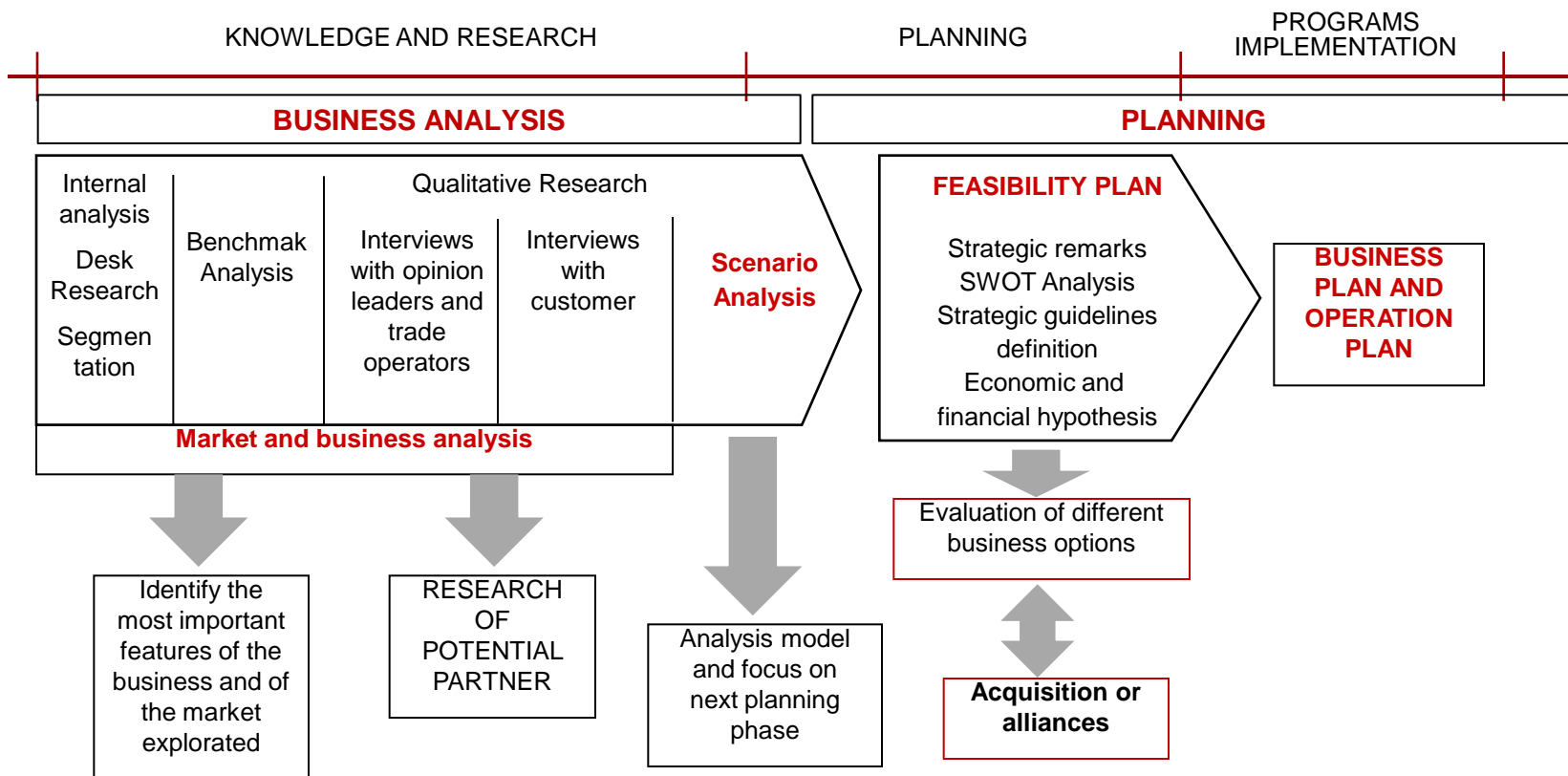
The process of a marketing plan





NEW BUSINESS AND MARKET ANALYSIS AND FEASIBILITY PLANS

Every idea, insight or new project needs a correct analysis and planning, essential for the success: we provide management tools and methods to guide the decisions about entering new market or new business.

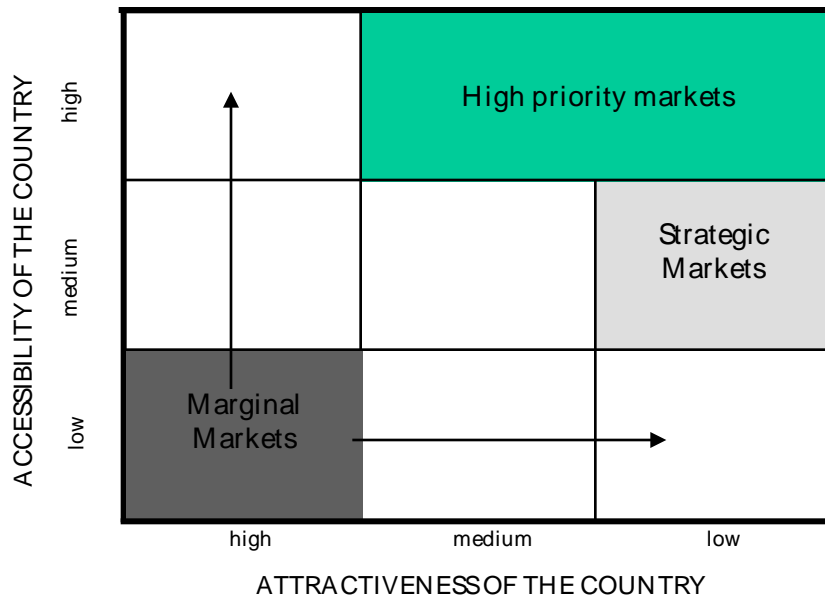




INTERNAZIONALIZATION STRATEGIES

The progressive globalization of the markets and of the supply makes the choice of internationalization more and more forced, even for small and medium companies.

Key Stone provides management tools to reach a global vision that involves all actors of production and trade: chose of the markets, supplier analysis, make or buy decisions, benchmarking, trade and marketing strategies.



After the attractiveness analysis of countries or markets, Key-Stone helps companies to plan strategies and marketing activities and, if necessary, to search and select suitable partners for the development of the business strategy.



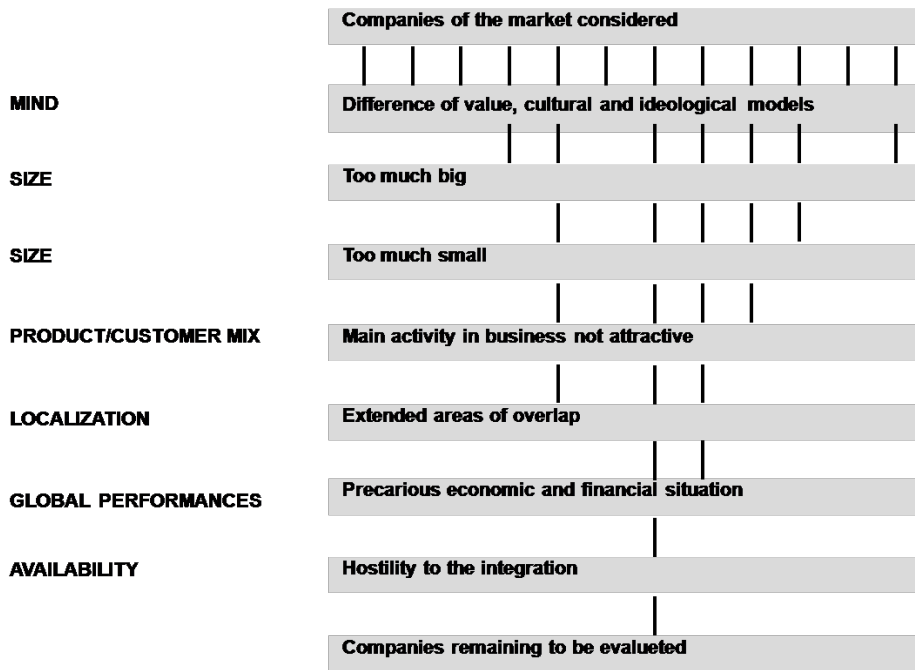
MERGER & ACQUISITION CONSULTING

In mature markets, characterized by an hyper competition, it is increasingly important the strategy of merger or acquisition of existing companies, in particular, when the goal is to enter in new country and/or market.

Key-Stone approach provides an initial analysis and strategic planning and then the research of the most suitable partner for the development of effective market entry strategies.

This kind of service is particular interesting for companies that would develop new market, following diversification or settlement strategies.

After the research and planning activities, it is possible to obtain key elements to select and contact potential partners, according to the screening model presented in the chart.

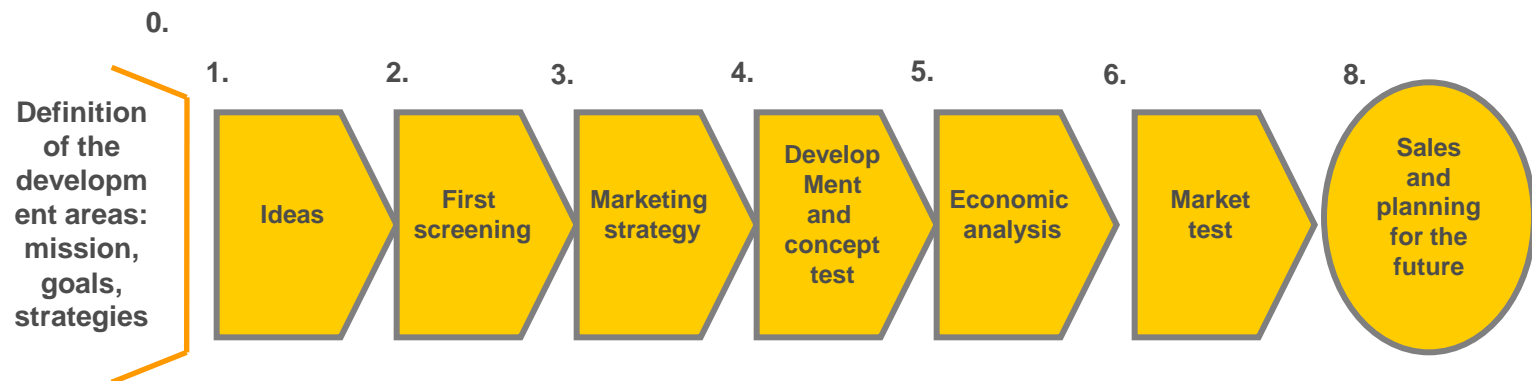




PRODUCT OR MARKET LAUNCH PLANS

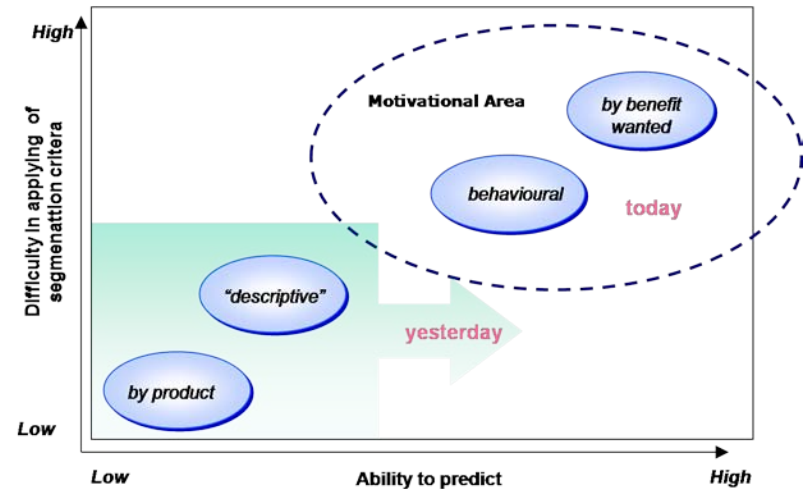
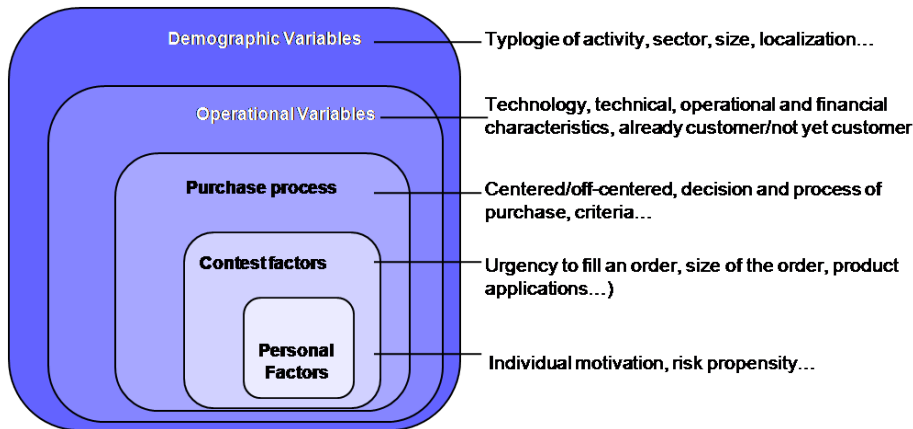
The development of a new product, service or project involve appropriate decisions about many aspects.

Key-Stone works to set and manage a “rational” and “market oriented” process: definition of the areas of development (mission, goals, strategy guidelines), methodological check of the project (“concept test”), economic analysis (evaluation of potential market, sales and costs), creation of a marketing and business plan to define decisions, actions and results that will determine and guide the launch phase, from product testing to the production development and sales.




PROJECTS OF MARKET SEGMENTATION AND POSITIONING

Key-Stone realizes project of target analysis and definition, according to new drivers of market segmentation, to better identify market opportunities, define and organize the customer portfolio and maximize the value chain of specific customer in each segment.



Segmentation by customer behaviour



All research and consultancy services powered by Key-Stone have an attached case history, covered by a confidential agreement: they can't be published, but only presented during face to face meeting and with the special permission of customers involved.

Some Customers



Piacere di guidare



Heraeus





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