Strategy Development

Company Description:
We are one of the nation’s largest multiple employer 401(k) retirement plans for small businesses.

Short Project Name:
Strategic Analysis of Business Model and Key Partnerships

Project Description and Deliverables:
Our company has positioned itself as a key wholesale provider of 401(k) plans to small businesses across the country. However, it is apparent that the current distribution channel and ultimately, business model, necessitate specific pivots in order to continue to provide a low-cost product to our key customers while still maximizing growth. Movement in the industry, legislation, and new competitive entrants require strategic adjustments. The project will entail industry analysis of current trends and new methods of finding clients. Furthermore, it will be necessary to understand and interpret sales models of key competitors and provide a strategic growth model for the year 2013.

Key Deliverables

Company Description:
A privately-held manufacturer of clever problem-solving products. The company markets and sells its products to retailers and resellers worldwide. The one of our patented products has been hailed by Good Morning America, Reader’s Digest, The Nibble and others as one of the “hottest new products” on the market. Our products are available in over 13,000 retail locations including Walmart, Bed Bath & Beyond, GNC, Rite Aid, Vitamin Shoppe, Whole Foods, Vitamin World, Amazon and many others.

Short Project Name:
ZZZZZZZ Product Launch Plan

Project Description and Deliverables:
We are preparing to launch a new line of mixing products for the kitchen called ZZZZZZZ. This project is to develop a launch plan that identifies key target markets, and outlines the strategic and tactical approach for launching the products.

The ZZZZZZZ Product Launch Plan project can be divided into two main sections--research/strategy and the tactical plan. Following is a general outline of what the plan would include:

A. SITUATIONAL ANALYSIS
   A1. MARKET SITUATION: • Size and growth • Potential • Environment
A2. CUSTOMER ANALYSIS • End users/consumers (demographics, psychographics, profiles) • Intermediaries (retailers, brokers, etc)
A3. PRODUCT SITUATION:
   a. • Competitor analysis
      i. o Structure o Gap Analysis o Substitutes
      ii. • Competitive Position o Market Share o Price/Quality o Cost/Value
A4. DISTRIBUTION SITUATION
A5. ISSUES ANALYSIS (SWOT)
A6. ASSUMPTIONS
A7. OPPORTUNITY STATEMENT
B. GOALS/OBJECTIVES/MEASURES
B1. SALES & MARKETING OBJECTIVES
B2. FINANCIAL OBJECTIVES • Forecast (3 years) • Revenue (3 years)
B3. MEASURES
C. STRATEGY
C1. TARGET MARKET
C2. POSITIONING STRATEGY
C3. PRICING STRATEGY
C4. VALUE PROPOSITION
C5. DISTRIBUTION STRATEGY
C6. COMMUNICATION/PROMOTIONAL STRATEGY
D. RISKS/CONTINGENCIES
D1. ECONOMIC
D2. REGULATORY/GOVERNMENTAL
D3. MARKET
E. TACTICAL PLAN

Key Deliverables
1. Completed product launch plan based on the outline provided
2. Creative/design ideas for the product launch, which could include: a. Packaging concepts b. Website concepts c. Ad concepts d. Literature concepts e. In-store display concepts

Company Description:
A privately held developer, provider and operator of materials management systems, transportation systems, facilities and related services primarily in the U.S. and Canada. We are a leader in providing tailored materials management and transportation solutions to meet the needs of its customers engaged in the electric power generation, coal production, oil refining, railroad, chemical, and other industries. Our operations include over 100 locations and some 2,000 employees in over 30 states in the U.S. and 5 provinces in Canada.
Short Project Name:
Growth Strategy – Future Industry Segments

Project Description and Deliverables:
We are a growth oriented company. As such, we are interested in adding additional service platforms and adding new customers from industries we do not currently service under the umbrella of materials management and transportation systems. To help us do this, we would like to engage a BYU-OCI team to help us identify service areas / industries where our operating / business philosophy could add value and we could be distinctive. We would expect to give the BYU team a detailed overview of us, what industries we currently serve and what services we currently provide to those industries.

Key Deliverables
We would request the following as deliverables:
• A list of each industry / capability the group is recommending
• A description / overview of each area
• A build vs. acquire recommendation for each area
• A list of the current players / competitors in each area
• A list of the potential customers for each area
• The potential size of each area
• The reason why the group is recommending each area

At the end of the project we would ask the team to present their findings to us in person. We would ask the presentation to include their findings as described above, the methods they used and allow some Q&A time.