



**ALTA  
CONSULTA**

ALTA CONSULTA – OUR MISSION

TO HELP BUSINESSES MAKE **DISTINCTIVE, LASTING** AND  
**SUBSTANTIAL IMPROVEMENT** IN THEIR PERFORMANCE  
THROUGH **FINANCE, EU FUNDING** AND **INNOVATION**

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# Portfolio of Services

Integrated Approach



## BUSINESS SUPPORT

- Procurement
- Business Process Improvement
- Strategy Development
- Feasibility Studies
- Corporate Support
- Family Business Set-up
- HR Consultancy



## FUNDING & BUSINESS DEVELOPMENT

- EU Funding
- Local Assistance Schemes
- Traditional bank funding
- Venture Capital Sourcing
- Partner Evaluation & Selection
- Project Management



## FINANCE

- Chief Financial Officer Services
- Management Accounts
- Cash Flow Management
- Credit Control & Collection
- Investment Evaluation
- Payroll Services
- KPIs & Reporting Systems

# HELPING YOU GROW AND IMPROVE YOUR PERFORMANCE

# Maximising your business potential

- GRTU workshop Let's Evolve

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- Market Research
- Organisational Structuring
- Business Plans

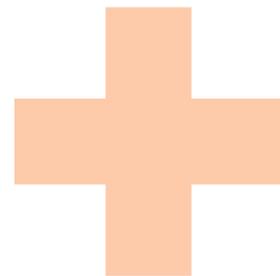
# Business Performance Pillars

**Owner Dedication and ability**  
**Star employee**  
**Popular Foreign Franchise**  
**Excellent Location**

**People – HR**  
**Organisation Structure**  
**Processes & Procedures**  
**Physical Premises**  
**ICT Platform**

**Product / Service**  
**Price**  
**Place**  
**Promotion**  
**Competitive Landscape**

Competitive  
Advantage



Structure



Market

# Competitive Advantage

**An advantage that a firm has over its competitors, allowing it to generate greater sales or margins and/or retain more customers than its competition.**

**Competitive Advantage can be price related or operational.**

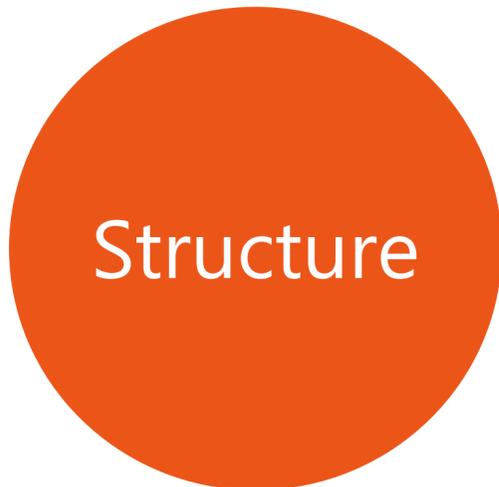
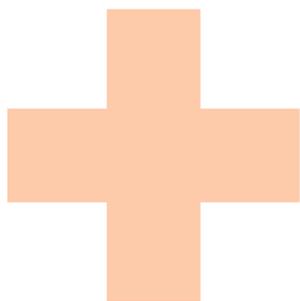
**Identifying the Competitive advantages is a key activity in preparing a business plan.**

# Business Performance Pillars – what are we focusing on?

Owner Dedication and ability  
Star employee  
Popular Foreign Franchise  
Excellent Location

People – HR  
Organisation Structure  
Processes & Procedures  
Physical Premises  
ICT Platform

Product / Service  
Price  
Place  
Promotion  
Competitive Landscape



# Why focus of Structure and Market?

- Employee Retention and attraction
- Pricing Decisions
- Foreign Franchise queries
- Product design and packaging
- Finding suitable locations
- Customer focused operations
- Developing and using the right marketing channels
- Identifying and anticipating market gaps and requirements
- Preparing a marketing communications plan and budget



# Business Performance Improvement Process

The whole process



The end objective is to create a better experience or product for the client in a profitable and cost-effective manner

- Step 01  
Conduct the Market Research, keeping in mind the unique selling points and strengths of the entity
- Step 02  
Define the product and service definition including marketing channels
- Step 03  
Establish the financial parameters to ensure the exercise benefits will exceed the cost
- Step 04  
Involve the people in any change process
- Step 05  
Review and document all procedures related with delivering the product to the client
- Step 06  
Achieve Customer Centricity, where the customer becomes truly the centre of all activities



# Market Research

The goal of doing market research is to equip yourself with the information you need to make informed business decisions about: start-up, innovation, growth, product, price, place (on-line and physical) and promotion.

Market research helps one make better business decisions



# Market Research

## What do you want to know?

**Who are your customers?** Describe them in terms of age, occupation, income, lifestyle, educational attainment, etc.

**What do they buy now?** Describe their buying habits relating to your product or service, including how much they buy, their favoured suppliers, the most popular features and the predominant price points.

**Why do they buy?** Not an easy question and the answers will depend on the product and its uses. Some will buy for price/value while some will buy for the quality of the service.

**How will I make them buy from me?** What I need to do to increase sales.



# Market Research

## Types of Market Research

Primary research might be telephone interviews or online polls with randomly selected members of the target group. **You can also study your own sales records or your sales people or most importantly your online presence, to gather primary research.** Secondary research might come from reports found on the websites of various other organizations or blogs written about the industry. For your plan, you can use either type of research or a combination of both.

Acceptable margin of error used by survey researchers falls between 4% and 8% at the 95% confidence level. The higher the confidence level, the higher the cost, since sample size will be higher.

Consider whether to stratify the survey, but again the more specific the population sample, the more costly it will be, since it will take more time and effort to find the required profiles.

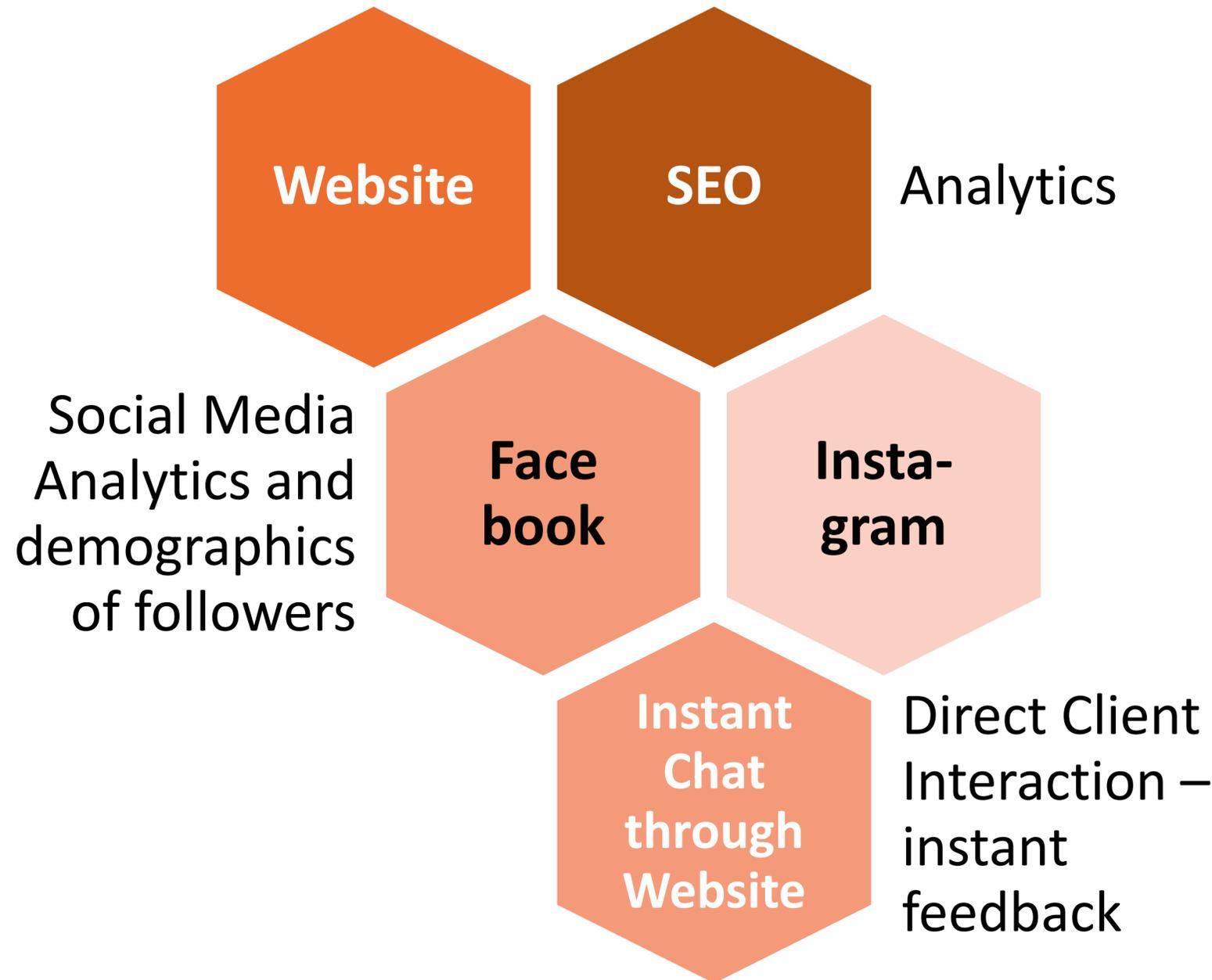
# Market Research

## What is the process?

- 1** Determine what you need to know about your market. The more focused the research, the more valuable it will be
- 2** Prioritize the results of the first step. You can't research everything, so concentrate on the information that will give you the best (or quickest) payback
- 3** Review less-expensive research alternatives. Business Support Consultants can help source secondary data and also design questionnaires
- 4** Consider the benefits of conducting research on a quasi-permanent basis. This applies to mystery shoppers and customer satisfaction

# Market Research

The effective online presence – a source of Market Research



- Building database of clients and demographics
- Client complaints, queries and suggestions are useful information for product development, competitive landscape and other factors
- Opportunity to deal with client before a negative review is posted



# Market Research

## Data Science for small business

### 10 Years Ago

Direct mail, email, or search engine optimization

### 5 Years Ago

A successful online presence (web-site) and using social media platforms

### Today

Targeted online advertising and communication at the right time using the right channel, including real-time Chat function

### 5 Years On

Data analytics using the customer digital footprint.

**“Customer experience is expected to overtake price and product as the key brand differentiator”**



# Market Research

## Data Science for small business

A 2016 study conducted by IDG found that large enterprises have already embraced the rise of data and analytics, with 78% agreeing that data strategy, collection and analysis have the potential to completely change the way they conduct business.

A recent SAP-sponsored survey of global small businesses, decision makers in these organizations say that they are only at the "early stages" of digitally transforming their companies to make the most of their data. Many overestimated the potential challenges of adopting new technologies. *Google Analytics* is a good place to start. Other sites like *clearstory data* allow you to merge your data with publicly available information.

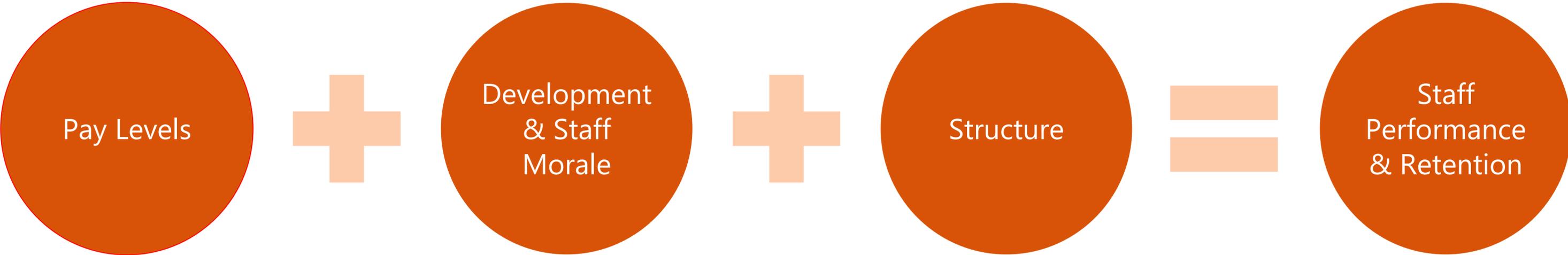
# Restructuring

Restructuring is the act of reorganizing the operational structures of a company for the purpose of serving the client more efficiently and in a more profitable manner.

Any Restructuring exercise starts with the target client and continues with Human Resources and then to process, procedure and other structure changes

# Human Resources

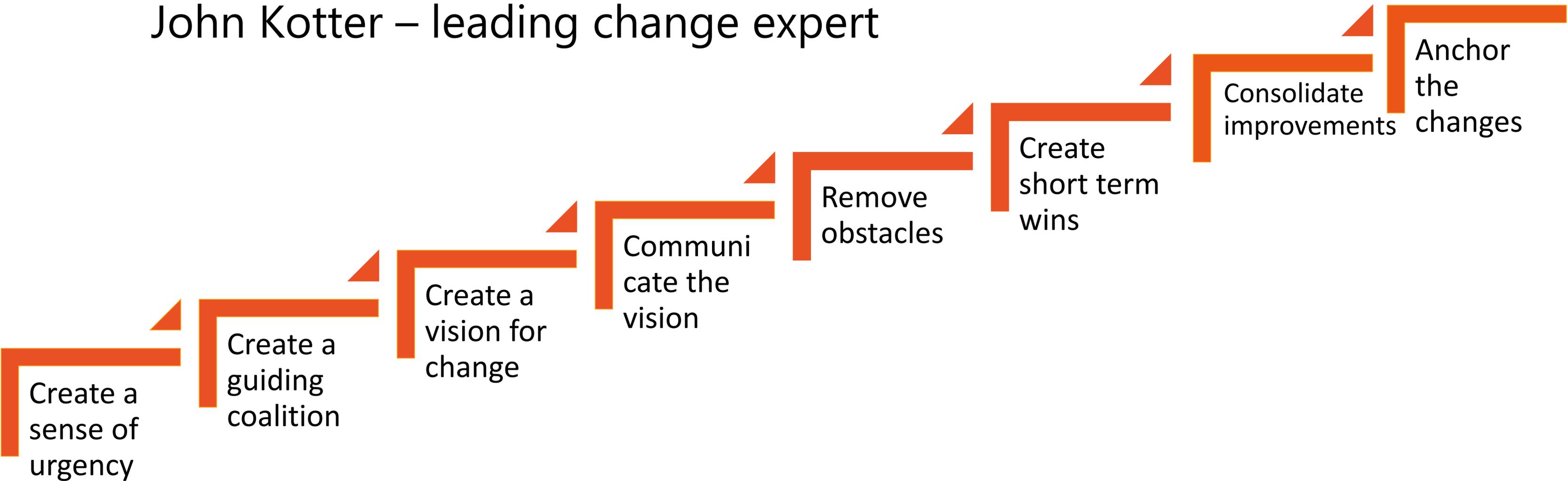
Human Resource Management is Critical during a restructuring exercise



# Eight step change method

Our Services

John Kotter – leading change expert



# Business Procedure Review

What are the procedures that are critical in the delivery of the product in the format and channels identified through market research and using the structure set-up to serve the market?



# Why Conduct a Business Plan

A business plan, professionally prepared as detailed in this presentation, and supported by market research and structure considerations will help:

- Increase profitability and ensure feasibility
- Identify new product lines, marketing channels and methods
- Attract the required resources at the right price
- Attract investor funding for growth
- Provide the basis for bank funding
- Can be used to apply for Business Support Measures, with cash grants of up to € 500,000

# Business Plan Preparation

## An Iterative Process

- Background
  - Resources at hand
  - Unique Selling points
  - Competitive advantage
  - Financial Health
  - Operational and Capacity Parameters
- People – Human Resource Management
  - Training and development
  - Organisation Structure
  - Staff Levels and capacity
  - ICT Platform and maturity
- Business Environment
  - Present Market
  - Market share/potential
  - Competitive landscape
  - Product features
  - Product and service gaps in market
  - Customer Profile
  - Market Research



# Locally managed business support Schemes for Consultancy Services

Malta Enterprise and the Measures and Support Division offer consultancy support and cash grants to finance the professional preparation your business plan.

Alta Consulta is an approved Service Consultancy Service provider under the Business Enhance ERDF Grant schemes that are co-financed by the European Regional Development Fund, under Operational Programme I 2014-2020



# Thank you

KEEP IN TOUCH

## CONTACT AND FIND US

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