

All-Around Strategy™

J.Carmin's *All-Around Strategy*™ process introduces a systematic and interrelated method for meeting business goals. The process underpins significant areas that must be analyzed otherwise known as your micro and macro environment.

This model is proven to work over many projects and industries to deliver successful results. The results that most matter to you! *All-Around Strategy*™ ensures that your business environment is well researched and analyzed, which depicts a logical yet creative direction for your business. The *All-Around Strategy*™ includes four key parts:



Internal & External: Includes a thorough research and analysis of your business strengths, weaknesses, opportunities, and threats in comparative to your competing industry.

Market Analysis: Through gathered information J.Carmin positions your business from your customer viewpoint, while looking at the big picture to help you gain/maintain your competitive advantage.

Strategy Development: The plan of action that will be taken to give you desired results.

Monitoring & Controlling: Refers to effectively tracking the progress of your marketing tactics by following a systematic method.

Please contact info@jcarminbusiness.com for more information about how we can help you meet your business goals.

www.jcarminmarketing.com

T 1+226.868.1315

E info@jcarminmarketing.com

J. Carmin
Marketing Co.