

CLARITY.

Analysis and orientation form the basis for the path towards clear and unambiguous positioning.

Objectives:

- Detailed analysis of current positioning
- Initial strategic recommendations for action
- Strategic guideline

Services:

- Initial and free consultation & definition of objectives
- Strategic analysis of your organisation and its inherent culture
- Competitive analysis to identify potential for differentiation
- Target group analysis to identify marketing and sales potential
- Development of a strategic guideline

Recommended for **quick orientation** or facing a **specific challenge**.

Duration: **2–4 weeks** | Budget: **EUR 5,000–10,000**