

Customer

Ericsson - Marconi SA (Pty) Ltd
Richard Bicker Caarten - CEO

Industry

Telecommunications

Challenge

Deliver a Telkom SA Strategic Tender document within 5 days focusing on Telkom SA objectives of; Growth strategy, Market Share and Brand

1. Five channels; Telkom Direct Shops, Retail, Home deliveries, Business & Corporate, Telkom staff
2. Innovative Product and Service Solutions
3. Distribution model
4. Marketing Plan

Solution

→ Strategic Intervention Solutions

- ✓ Strategic assessment: Insight and Analysis (Market, Distribution, Product, Services)
- ✓ Holistic, integrated market solutions
- ✓ Retail distribution strategy
- ✓ Idea alignment: Products and Services
- ✓ Physical distribution model

→ Strategic Marketing Intervention Solutions

- ✓ Strategic marketing plans: Product by Channel

