

## Rawlings Approach to Strategic Market Planning (SMP)

### Industry Issue

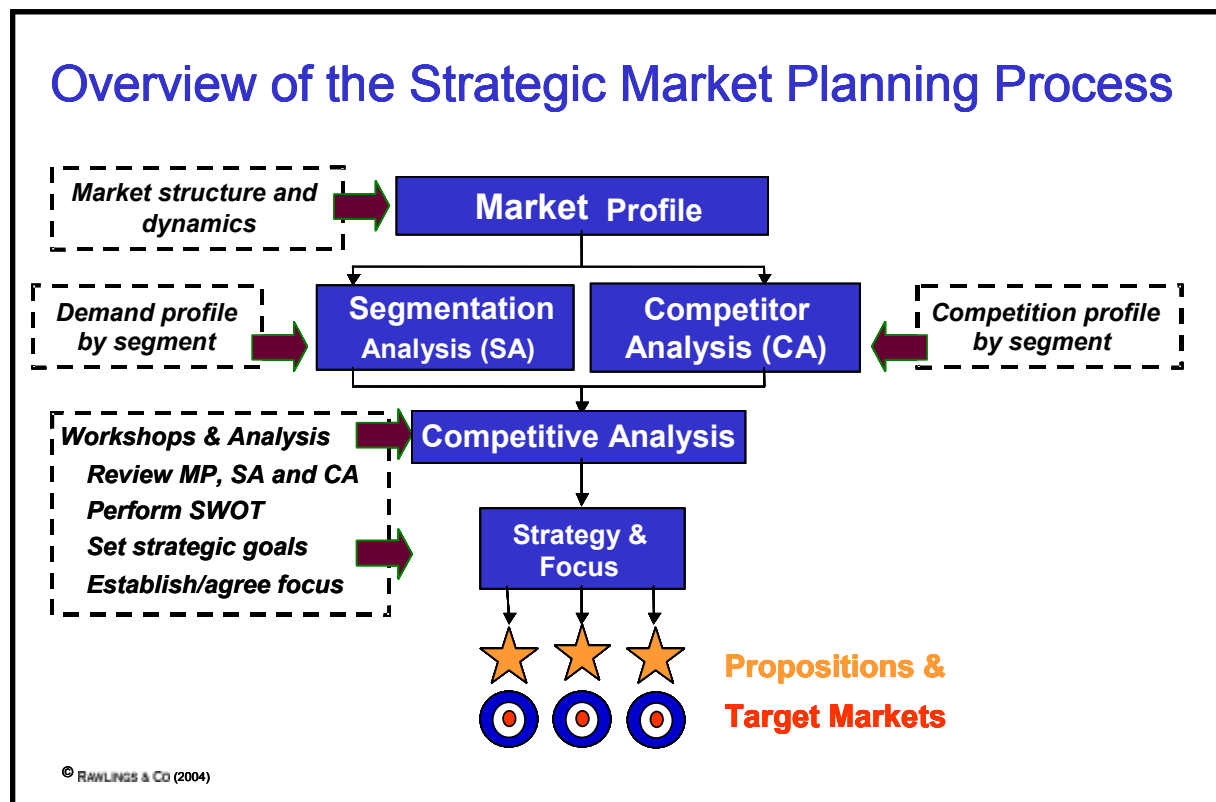
Business Services, IT Services and Software companies are continuously launching new products and services, or bring existing offerings to a new market. A fundamental question they need to ask prior to a launch is: **“how should we be focussing our efforts?”**. Breaking this question down, a series of more specific questions emerge:

- Which market segment(s) should we be targeting?
- How can we define and package our product and/or service so as to have a compelling value proposition within the target segment(s)?
- What should our market entry and distribution strategy be, so as to reach the target segments?

All-too-often these questions are not addressed with sufficient rigour. As a result - new business ventures fail.

### Rawlings Solution

Rawlings has developed a structured approach for developing market focus. We use a set of proven tools and methods to perform the necessary analysis and deploy these in a series of short phases, with decision points between phases, to ensure that our client retains the ability to control the focus of activity.



### Why Rawlings & Co?

The Rawlings approach to Strategic Market Planning delivers clear conclusions that are both “actionable” and “auditable”. It has been developed specifically for Business Services, IT Services and Software companies and has delivered excellent results to clients in all these markets.