



McAdam Business Consulting - Making Business Connections

An overview of The MAP (Market Analysis Plan):

A complete go-to-market strategy for your product or solution within a defined target market.

The MAP (Market Analysis Plan) is designed to be the initial building blocks for the overall sales & marketing strategy for: **startups, companies interested in export markets, or established companies launching new products/solutions into the marketplace.**

The MAP (Market Analysis Plan) designed for your company, will consist of the following:

1. **Provides recommended target market & demographic:** This part of the plan focuses on which market segments to initially target and a list of the top potential clients for your solution in each of them. Usually this list consists of 10-25 potential clients in each market segment. We can also provide a cultural landscape (understanding how business is conducted locally) if entering into international marketplaces.
2. **Provides competitive intelligence:** This part of the plan will provide the needed view of the competitive landscape (competitive product offering, markets they are in, strength/weaknesses) to shape the overall offering and focus for your company.
3. **Provides recommended value prop & benefits of your product/solution:** After reviewing the competitive landscape, target markets, and your company's product/solution, this part of the plan will provide the recommended marketing strategy focusing on the unique differentiators of your product/solution over others in the marketplace.
4. **Provides recommended "Go to Market" strategy:** With many ways to achieve sales success present, this part of the plan focuses on determining which is the best way to not only ensure blanket coverage of each of the sectors/demographics within the target market segments. It also recommends which is the most profitable and quickest route to revenue for your company to launch with.
5. **Provides needs assessment:** This part of the plan provides recommendations where there could be a previously unforeseen need that requires immediate attention within your company. For instance, a lack of resources in sales & marketing, would bubble to the top of the recommendation list. You must have the right team to be successful, especially in the sales & marketing departments, along with having the right presence (website, social media, etc) in the market. Both are equally important for a successful launch.
6. **Provides next steps/suggested follow up project:** As the MAP provides many initial recommendations in each of the parts of the overall business focus, the goal is to deliver this plan to the Sr. management team for review and reflection. Once a set of recommendations within each of the areas of the plan are selected, we suggest a follow on project for a deeper dive into each of the agreed to recommendations.

This follow on project will result in a set of actions items that can be lead by your Sr. management team. This team will lead the execution of the recommendations and this will result in the preparation of the next stages of the overall strategy for the next 12 months.

Re-evaluation of the MAP (Market Analysis Plan) recommendations is suggested on a quarterly basis, as some factors might have changed in each of the areas of focus. It is always suggested to be proactive when dealing with ever changing markets.

Term of engagement & Cost of The MAP

This is a 4 week contract engagement whereas MBC will provide a MAP (Market Analysis Plan) for one (1) product or solution for one (1) specific market.

The cost for this service is \$25,000.

Additional MAPs can be contracted at the rate of \$15,000 per product/solution per market.

Quarterly re-evaluation service contract is \$4000/year, billed at \$1000/quarter. This is a one (1) day engagement per quarter and per MAP service.

Note: These services are all applicable for various government funding (anywhere from 50-80%), which we can assist you in securing through our various contacts.

If you are interested in discussing The MAP for your company, please contact us via email or phone anytime. Launch right the first time with The MAP!

Best Regards,

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MBC

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