



# RETAILFORCE READY™

*Stop Looking, Start Planning.™*

*Empower Your Business with RetailForce: Innovate. Grow. Succeed.*

*Simple Solutions for Successful Businesses™*

## HOW DOES IT WORK

**Market & Customer Targeting:** Identify your ideal customers and market segments to boost ROI.

**Competitive & Channel Strategy:** Analyze competitors and choose optimal channels to reach your audience.

**Gap & Requirement Analysis:** Identify improvement areas and specific market demands.

**Opportunity & Threat Assessment:** Strategically assess growth opportunities and mitigate risks.

**Strategic Planning:** Develop a robust plan for sustainable growth and market leadership.

**Goal Setting:** Set clear, measurable goals for continuous improvement.

**Trade Show Strategy:** Maximize engagement through targeted trade show participation.

**Market Expansion:** Build strong local partnerships to enhance market presence.

## KPIS THAT MATTER TO YOU

20+ years of **business development, marketing and sales experience** with leading manufacturers, distributors, retailers, marketing agencies, and media companies.

15+ years of expertise working in **regulated product environment** with government agencies, chambers of commerce, not-for-profit organizations, consulting firms, lobbyists.

10+ years of **executive leadership** with multiple brands and in diverse markets such as Canada, USA, Europe - including Private Label Development & Management.

## HOW CAN WE HELP?

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