

strategy



research
strategy
communications





Strategy

In today's world of hyper-change, companies must continually innovate and reinvent not only to remain competitive and profitable but also to survive. With highly advanced analytical and conceptual skill sets, Shenkan & Associates LLC provides the architecture and tools clients need to effectively formulate and implement strategies focused on driving market dominance and leadership in a rapidly evolving climate.

We apply proprietary mapping techniques, planning models and pilot testing that account for each client's culture, structure, core competencies, and resources in order to successfully translate strategy into tactical execution, whether on a corporate, divisional or discipline level. Ongoing management in conjunction with use of relationship linking to portray cause and effect between strategy components and performance, ensures accountability, minimizes risk and allows real-time refinement for continuous improvement.

Our strategies are geared to generating organic growth and new business development for clients by:

- ◆ Identifying ideal positions/vectors from market trends, segment dynamics, purchasing behavior, and/or operational business challenges.
- ◆ Leveraging and exploiting innovation whether disruptive, evolutionary or transformational.
- ◆ Reinventing or inventing markets/competitive space.
- ◆ Constructing new business models and value chains.
- ◆ Building capabilities and competencies.
- ◆ Establishing new ways of doing business.
- ◆ Redefining boundaries and rules of engagement.

S&A harnesses hyper-change to chart strategic paths and definitive, non-linear steps that lead clients to the greatest opportunities and a sustainable competitive advantage.



Capabilities

We deliver expertise in constructing and implementing actionable strategies focused on driving successful and definitive business outcomes.



Brand

Architect and reestablish brands that are differentiated, relevant and credible with today's customers.



Go-To-Market

Implement best-of-breed design and development for identifying and operationalizing strategic positions, exceptional customer experiences, and unparalleled value.



Business Development

Identify high growth opportunities and strategies designed to fully leverage potential for driving long-term value, solidifying relationships and securing sustainable revenue.



Product/Service

Formulate differentiated lifecycle offerings and strategies that address the uniqueness of each stage to fully maximize value and revenue.



Channel Distribution

Expand reach and maximize growth across single or multiple channels for driving optimum partner/program value and profitability.



Sales/Marketing

Utilize/deploy cohesive strategies and intelligence for functional alignment of sales and marketing objectives/activities directed at all process stages in and around the sales funnel.



Communications

Integrate market communications best practices geared towards generating thought leadership, influencing decision-making peering, and commanding interaction/engagement.



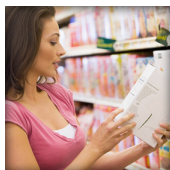
Industries & Markets

S&A has expertise in a diverse range of industries and markets. Our knowledge of specific business challenges and trends is derived from direct experience spanning the full value chain in each industry/market. From regulatory issues to channel practices, we recognize the unique nuances and idiosyncrasies to provide clients with stronger orientation for creating value and performance at an accelerated pace.



Consumer Electronics

Audio/Video, Home Automation, TV & Displays



Consumer Goods

Packaged Goods & Services



Education

K-12, Higher Ed, Special Ed



Financial

Banks, Brokerage Firms, Credit Unions, Insurance



Government

Federal, State, Local



Healthcare

Clinics, Hospitals, Labs, Long-term Care Facilities



High Tech

Biometrics, Computing, IT/Managed Services, Software, Telematics



Hospitality

Casinos, Cruise Lines, Hotels, Motels, Resorts



Industrial Manufacturing

MRO, OEM, Private Label



Life Sciences

Biotechnology, Medical Devices, Nutraceutical, Pharmaceutical



Media & Entertainment

Broadcast, Entertainment, Publishing, Printing



Public Safety

Department of Defense, Department of Justice, Law Enforcement, Fire & Emergency, Civil Municipalities



Retail

Mass Merchants, Restaurants/Bars, Convenience Stores



Telecommunications

Cable, Satellite, Wireless, Wireline



Transportation & Logistics

Passenger/Cargo Equipment, Infrastructure, Terminals



Utilities

Electric, Gas, Water

Shenkan & Associates LLC, a full-service marketing firm, helps companies succeed with critical research measurements, innovative strategy and targeted communications tactics essential to securing a sustainable competitive advantage in today's rapidly evolving marketplace. We combine our extensive service capabilities with expertise in diverse industries, markets, channels and functional practices to provide the intelligence and tools clients need to identify and enact on new opportunities.

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For more information,
please email contactus@shenkan-associates.com
or visit www.shenkan-associates.com.

