



Business Development, Marketing & Sales Consulting Services

Go beyond your business potential



What are the solutions that we offer

Grant Thornton offers comprehensive consulting services for the development of your business, aiming at increasing its sales. Our experienced executives plan with you your optimal business performance, so as to increase and maximize the business value of your company and its products, not just today but also for the years to come.

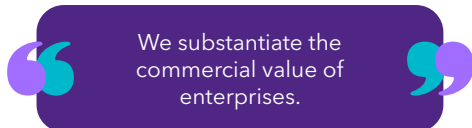
Commercial activations assessment & proposals

With the use of different analytics tools, we analyze and assess:

- The current commercial situation and the position of a company, compared to competition and within the industry / sector in which it operates, as well as within the data available (e.g. campaigns, distribution channels, commercial policy, business plan).
- The potential commercial risks of a company, their importance and their impact on the efficient allocation of resources, as well as we make proposals for their mitigation.
- The operational efficiency of a company, so as to highlight any weaknesses and propose practices for the optimization of processes, of quality assurance and for the evaluation of its performance.

Consumer & Customer Insights

Through proven & tested techniques (qualitative & quantitative methods, as well as case studies), we enlighten the business needs of our clients, and we strengthen the decision-making processes that are related to the stages influencing consumer choices and decisions.



Experience in a diverse number of business sectors



Contribution in the **strengthening** of your company and the **increase of its profitability**



Substantive & realistic business **solutions**

Brands (current or new), products & services

- Integrated proposals for branding, re-branding, brand architecture & market positioning (brand positioning & proposition).
- Product portfolio analysis & optimization suggestions.
- Life cycle management of brands, products and/or customers, aiming at sales and profitability development.
- Strategic proposals for NPD (New Product Development), targeting the increase of productivity and innovation.
- Regulatory support & regulatory issues management.

Pricing

Pricing strategy proposals (eg price positioning in the market, commercial policy, accounts prioritization).

Distribution & Channel Management

- Route-to-market analysis & best commercial practices.
- Category management & deployment of product categories.
- Accounts prioritization, based on opportunities & strategy.

Promotion

Promotions analysis and proposals, either Above-The-Line (ATL), or Below-The-Line (BTL), as well as campaigns, either massively to consumers or to the final PoS (Points-of-Sale).

Commercial Return-On-Investment (ROI)

- Sales & budget analysis through CRM & IT systems, as well as data analytics, through different aspects and dimensions, having as an objective to extract business decisions.
- Total marketing & sales expenditure levels effectiveness optimization, so that our customers release % of their investment, either to reinvest in the market or improve their profitability.



What defines our unparalleled edge

Grant Thornton is one of the world's leading organizations of independent assurance, tax and advisory firms, with 73,000+ people in over 145 countries. And we're here to make business more personal and build trust in to every result.

Grant Thornton Greece is a leading provider of audit, tax and advisory services. With our presence in 5 cities in Greece and a headcount of 1,200 people, we apply strong technical expertise and extensive experience to ensure that our clients receive a truly different experience. We offer an integrated approach, focusing on our clients' needs, draw on the knowledge arising from our local insight and understanding, combined with our global presence. Through our promise "Go Beyond. Move forward

together", we positively shape tomorrow together, we move together into the new era and we stand by our people, our society, our clients and our partners, at every step. We redefine the way the businesses operate and go beyond the "business as usual" concept.

Our clients demonstrate a high level of satisfaction and loyalty, with an NPS (Net Promoter Score) of 78%, one of the highest among Grant Thornton member-firm network in over 145 countries. The efficient structure and presence of Grant Thornton globally, coupled with a deep understanding of both local and global dynamics, bring Grant Thornton in Greece at the forefront of today's business landscape as one of the fastest-growing professional services firm in our country.

A dedicated team of experts



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