



Alchemise Consulting

Maximising business profits



Alchemise: "Alter, Change, Modify – cause to change, make different, cause a transformation."

"Our Business is to grow your Business and help maximise your sales profits"

About Us



Chak Ng – Director & Principal Consultant (MBA & B.Eng)

Chak brings over 17 years experience with strategic sales, business consulting, business development management and marketing expertise. He also has specific global experience within the ICT and Telecoms markets with leading organisations such as Ericsson, IBM and Singtel-Optus. We provide breadth and depth in developing and implementing effective business growth strategies with sales models and systems dealing directly with business owners or key stakeholders. Chak and the associate partner team have worked extensively with clients in SME's startup, mid market, corporate, government, and large enterprise multinationals with depth of applied experience across multiple industry sectors.

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Service Offerings

Independent Business Growth Assessment

When was the last time you had someone independently review your business, sales and marketing performance and operations?

The sales and marketing approaches which worked 5 years ago isn't what the current market demands now in this competitive market and may well need some tuning or new strategies to create more success.

If you as the business owner or director feel that the business sales has stagnated for some time and can't put your pulse on why or what to do to progress, then we can suggest to bring us in to provide an independent assessment using current field market knowledge and a pragmatic and analytical approach to identify what the challenges may be.

We can assist you to refresh your business development and sales and marketing approaches. In assisting to develop more effective business growth vehicles to achieve a plan, a shift in increased measured performance with new business sales and existing business clients can add new lifeblood and cash flow to the business and take it to the next level.

To do this we suggest conducting an independent assessment to establish a current up to date baseline, conduct meaningful data collection and review of the alignment of the strategy. Once this analysis is completed including identifying any gaps, the organization will be able to validate business growth performance in order to develop, update and implement improved business growth performance plans.

What do you get for this service?

An outline of the independent business growth assessment provides an independent detailed review, report and recommendation around:

- ✔ Business vision, goals and objectives assessment
 - Company Growth performance and measurement
 - Customer Sales base review
 - Client Sales (revenue & profit) and financial performance review
- ✔ Marketing assessment
 - Current marketing and campaign methods
 - Target Marketing strategy review
 - Customer Relationship Management and Performance metrics
 - Competitive review and analysis
 - Sales Performance Assessment
 - Direct Sales & Indirect Sales Marketing
 - Unique Selling Proposition
 - Telemarketing and other marketing initiatives,
 - Advertising success metrics and cost effectiveness review
- ✔ Direct Sales review
 - Current sales structure
 - Sales ROI review
 - Sales Performance Metrics such Average Revenue and profit per client
- ✔ Internet Marketing review
 - Social Media Marketing
 - Email Marketing review
 - Internet & Web/ Online