



## **Business Acquisition and Services Needs Assessment**

Developed by *Archer Schoen Associates (ASA)*, this tool provides our Clients with the most responsive and cost-effective process for Business Acquisition and Revenue planning. We recognize that our Clients have unique requirements, and approach their business activities differently. ASA Consulting Services' process incorporates the necessary steps and disciplines to guide our Clients to a profitable solution. *Archer Schoen Associates* also offer Clients the ability to support and augment international resources, or to provide a full, turn-key outsourced resource to complete any engagement.

### **Our initial engagement workflow processes include, but not limited to:**

1. Marketing Research and Analysis
  - a. Establish business case based on Client's plans and market forces
  - b. Produce analytics to support Client strategies in the short and long term
  - c. Identify competition strengths and weaknesses
2. Business Planning
  - a. Determine market – broad or niche
  - b. Develop Budget – be conservative
  - c. Establish goals and objectives
  - d. Be flexible, have the ability to adapt
3. Market Entry and Growth
  - a. "Shot gun or rifle" approach
  - b. Pricing
  - c. Direct or indirect to customers
  - d. Establish promotional campaign
4. Continued Marketing, Business Development and Sales Acquisition
  - a. Marketing – follow tried and true investments to broadcast your message
  - b. Business Development for short and long term revenue
  - c. Establish Sales channels which bring immediate requirements for revenue capture
5. Contract Fulfillment
  - a. Be on time, meet all terms and conditions of the contract
  - b. Communicate – especially about issues or delays
6. Customer Service
  - a. Satisfy your customer's request
  - b. Out-service your competition
7. Customer Training
  - a. Always be available to train your customers, even at no charge
8. Follow-on Contract Modifications
  - o Winning the second contract, or modifying the existing contract, is easier than capturing a new contract



**Additional workflow processes (optional):**

- Proposal management and proposal services
- Capture Management and planning
- Program and Project Management Support
- Customer Satisfaction Management
- Financial Analysis and Planning
- Win Strategies

<b><u>Services Needs Assessment</u></b>	<b><u>Yes</u></b>	<b><u>Included</u></b>	<b><u>Optional</u></b>
Marketing Research and Analysis	X	X	
Business Planning	X	X	
Market Entry and Growth	X	X	
Continued Marketing, Business Development and Sales Acquisition	X	X	
Contract Fulfillment	X	X	
Customer Service	X	X	
Customer Training	X	X	
Follow-on Contract Modifications	X	X	
Proposal Management and Proposal Services			X
Capture Management and Planning			X
Program and Project Management Support			X
<b><u>Services Needs Assessment</u></b>	<b><u>Yes</u></b>	<b><u>Included</u></b>	<b><u>Optional</u></b>
Customer Satisfaction Management			X
Financial Analysis and Planning			X
Win Strategies			X