



Case Study

Retail POS Software

Problem:

This company desired to expand their offerings to the U.S., after successfully selling in Canada and other parts of the world. They underestimated the U.S. retail market, and were floundering as they tried to grow the business.

Solution:

We established a focused dealer network with a limited number of strong dealers who were able to service the entire U.S. If a dealer in California had a prospect that had stores in NY, the dealer network was able to service those retail chains, and we worked out the arrangements for compensation, support and ongoing service.

We also established a national promotion campaign which included trade shows, print advertising and direct mail. Leads were distributed to those dealers who were part of the network. This concept was expanded globally and ended with 135 dealers worldwide.

Results:

We were able to service larger retailers, and able to compete very effectively with major players like IBM and Fujitsu. We also coordinated trade shows and contributed to the cost and coverage at these shows, which gave us national exposure.

Today's business climate requires a strategy to get ahead. You need to identify what differentiates you from the competition, capitalize on that strength and deal with your weaknesses - treat, terminate, tolerate or transfer (4 T's of risk management).

At GAP Enterprises, LLC we can help with our tailored programs designed to help you develop a strategic plan and execute a differentiation strategy, guaranteed to help you succeed! We start with a brief survey of your capabilities, analyze your resources and develop a plan. If you follow the plan, you will succeed!

Strategic Planning forces you analyze your strengths and weaknesses and identify opportunities and threats that affect your corporate objectives. This is also known as a SWOT (Strengths; Weaknesses; Opportunities; Threats) analysis. Strengths and weaknesses are internal factors over which you should have control. Opportunities and threats are external to your business, over which you may not have control. Your goal is to match your resources and capabilities to the competitive environment in which you work.

While our expertise is broad, we do have history in specific industries/disciplines:

Certified Public Accountants

Law Firms

Software Houses

Retailers/Etailers

Manufacturers

Importers/Wholesalers

Startup strategy

Enterprise Risk Management (including Sarbanes Oxley)

Whether we develop a strategic plan for expansion worldwide, reorganize your existing operation (including Sarbanes-Oxley compliance) or design and develop an effective marketing program, you can be sure of results. With over four decades experience in the business world in various management capacities, our partners and staff can save you time and money with their extensive expertise.

Tell us about your organization (see below) and we will contact you within 24 hours to discuss your needs and how we help you succeed—locally, nationally or globally!

How can we help? *(Tell us about your organization)*

What is your name, title, company name, address, telephone, URL and e-mail address.

In which industry do you do business?

What do you do?

What products or services do you sell?

Where do you sell your products/services?

What are your objectives?

What is your target market?

E-mail this information to strategy@gapent.com



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