



## Computer Manufacturer

---

### Problem:

---

A NYSE-listed, international computer manufacturer failed in a hostile attempt at a takeover of a much larger computer company. Knowing they couldn't survive as a \$400 million company, they attempted to expand as a Value Added Reseller (VAR). Their market research was lacking, and they did not understand the economics of the VAR market. As a manufacturer, they gave away software to sell hardware, since they had a 70% gross margin on hardware.

The company had 23 sales offices and 24 support centers in North America. Their target market was smaller companies with the average sale of \$50,000.

### Solution:

---

We took on the role of North American Marketing Manager and North American Manager of Consulting Services. We assessed their 24 software groups and merged them into seven groups along product lines, and closed 19 support centers and 16 sales offices). We refocused their marketing efforts to target Fortune 1000 accounts, rather than smaller companies. We analyzed business opportunities and formed strategic alliances with former major competitors (including Fortune 50 companies).

We implemented forms and procedures for project control, performance measurement and a copyrighted "7 Steps to a Successful Implementation."

### Results:

---

The company achieved a 250% increase in sales productivity in 2 years. They also achieved a 300% increase in support staff productivity in 18 months, while obtaining a #2 rating in Management Horizon's survey of retail computer users.

We also spearheaded a unique "Differentiation Strategy" that allowed them to capture three \$1 million+ deals and enter new, highly-profitable market arena.

---

---

*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](mailto:strategy@gapent.com)



**GAP ENTERPRISES, LLC**

81 Pine Brae, Suite 1B

Clifton, NJ 07012

Phone: 973-777-1053

Fax: 201-221-7689

E-mail: [strategy@gapent.com](mailto:strategy@gapent.com)

<http://gapent.com>

***Global Strategy With Imagination***