



# Case Study

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## Specialized Software House

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### Problem:

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A software house was selling to an industry that was losing U.S. market share to foreign competition (paper industry). This company was selling against four major players in a very cut throat environment, and they were losing customers and losing sales.

### Solution:

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We evaluated their software offerings and determined that their software could easily adapt to other similar industries (textile and giftware distribution) and repositioned them to focus on these industries. We provided the design for the minor changes needed to the software and worked with the programmers to present the changes effectively. We developed a strategic marketing plan to include sales literature, targeted mailings, telemarketing follow up, Power Point presentations and powerful demonstrations designed to reach the decision makers.

### Results:

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They entered two new *profitable* and *less competitive* markets successfully before their competitors knew they left the paper industry. These new markets had more prospects, who were able to pay higher fees, and longer, steady revenue. Our estimation is that the lifetime value of a client should be 25% of the cost of the initial investment over a 10 year life, i.e., if the software/implementation is \$50,000, the lifetime value of that client would be \$200,000.

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*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 to 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:*

Healthcare & Pharmaceuticals	Professional Firms	Startups & Turnarounds
Retailers/Etailers	Importers/Wholesalers	Manufacturers
Global Strategy, Sales & Marketing	Enterprise Risk Management	Software Houses

*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 executive-level 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*

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

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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)



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