



## MISSION STATEMENT

*CMS is an international provider of business solutions, services and assistance that meaningfully contributes to the ongoing market awareness, operating efficiency and profitability of their clients.*

*The mission of "Clear Marketing Solutions" is to assist commercial organisations to improve their performance domestically or to expand internationally and by doing so develop a direct, sustainable and profitable presence both in their country of origin and in other appropriate international markets.*

## **CORE SERVICES**

Services are aimed at organisations pursuing international and domestic development. Clear Marketing Solutions advises and actively assists companies to establish and increase their operational performance domestically and internationally. The organisation is not only by name but also literally, the solution behind the success of businesses wanting to market their goods and services across an increasingly accessible and developing world.

International development is driven by establishing and supporting a direct company presence, and is not limited by third party "foreign" commercial agents and resellers. Normally this requires the setting up of independent corporate entities in the chosen markets and an infrastructure to support launch and growth. CMS is able to be a significant partner in the structuring and ongoing operational, marketing and sales performance of each newly established incorporated entity.

1. Sales and marketing development
2. Market opportunity research & analysis
3. Image and awareness audits
4. Information technology & software development
5. Business development and project management
6. Business process outsourcing
7. Personnel recruitment

## THE COMPANY

The Company was incorporated in 1993 to provide marketing and sales support to international and domestic businesses across a variety of industries.

Since that time additional resources and expertise have been added to the portfolio of services, which now cover many general management, technical and operational topics.

CMS Consultants and approved service providers offer every client flexibility, transparency and accountability. This is largely through understanding their industry and using proactive initiatives to ensure appropriateness of recommended actions. CMS consultants are not there just to analyse and write reports but can effectively execute and implement client approved action plans.

CMS resources seamlessly and tactfully adapt to being used as a consultant, or in an interim management capacity, for commercial customers requiring very specific and sensitive hands-on support and development. Projects can be undertaken for a few hours or several months. Our longest was in excess of two years!

CMS has bases in Hampshire and London in the UK and also has a presence in Chennai and Bangalore in India as well as in Dubai.

CMS is also able to explore other markets such USA, Malaysia, Sri Lanka and Nepal through its networks and associates.

## **THE PEOPLE**

Company personnel and Consultants engaged by Clear Marketing Solutions are all experienced professionals with in-depth planning and execution skills. All can be relied upon to become important and informed contributors to client organisational and international expansion plans. Alliance Partners are especially selected for their expertise in specific disciplines or industries that will be of most benefit to client projects.

Key Management Consultant profiles and those of market specific Consultants or Partners can be provided.

## **CLIENTS**

CMS has been providing business services for more than a decade. It's clients include new businesses and start-ups with limited resources and large mature companies expanding their international operations or product line. CMS resources have been engaged on government initiatives as well as essential projects for private industry.

All have identified the value of temporary and flexible professional expertise to create cost effective solutions to their business problems. CMS is not just a consultancy but through offering interim management solutions, ensures accountability and adaptability for the new venture and its promoters.

CMS and its team have worked across many industries from financial services, the motor trade, personal care, health, fmcg household goods, information technology, food & drink, home improvement, and security. Some have also worked with international multilateral organisations such as the World Bank and US-AID. Clients range from start-up enterprises to international organisations in excess of \$1BN turnover. Clients come from a wide range of service, manufacturing and marketing companies, using a variety of channels of sale. A list of clients is available on the CMS website – [www.cmseu.com](http://www.cmseu.com)

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## **CORE SERVICES OVERVIEW**

Clients using these packages often do not have qualified internal resources readily available but recognise the value and need to outsource professional and integrated expertise. In many situations beyond our core packages, we are engaged to work on client concepts for evaluation and as appropriate execution, or subsequent handover to existing resources for implementation.

CMS can be used as an alternative resource, prior to engaging expensive ongoing resource commitment. The value of outsourced CMS services relates to cost containment, flexibility and expertise, which can be part of any corporate risk management strategy. CMS personnel are able to work on long-term assignments in the role of senior interim managers reporting at Board level, or as consultants on a day-to-day basis working with client project managers. Please refer to the contact page at the end, for further information on any of the services outlined as follows:

### **1. Sales and marketing development**

- Pragmatic strategic planning resulting in clearly identified action plans
- Creative promotion and advertising programmes
- Effective brand management covering product development to sourcing
- Profitable sales development and salesforce structuring for maximum impact

### **2. Market opportunity research, development and implementation**

Market opportunity and viability evaluation is a specific programme for clients considering entry into a new market or channel of sale. Their need may be to establish a direct presence and manage their own destiny, rather than relying on third parties. The advantages ensure effective control and maximised profit.

There are three stages covering concept evaluation, development and implementation.

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### **3. Image, awareness and effectiveness audits**

Image and awareness audits report on how well known or accepted a client's service or brand is amongst its target audience. The investigative elements of a project typically incorporate a variety of established research techniques, both qualitative and quantitative.

Effectiveness audits are aimed at measuring marketing and sales effectiveness both internally and externally. This package is aimed at clients wanting an objective analysis of their current marketing and sales performance. The objective is to identify strengths and weaknesses from which remedial action plans can be generated. Typically audits include written reports on personnel and methodology.

### **4. Information technology & software development**

CMS IT division provides consulting services for information systems, database design and administration, networking and much more. Our consulting team consists of highly trained and experienced professionals to deliver technical and functional services to clients, whether on site or through a virtual presence. Well established topics include client support in:

- Enterprise Relationship Management
- Customer Relationship Management
- Database Design & Administration
- Networking Services
- IT related alliances and joint service ventures

## **5. Business development and project management**

There are two principle services:

### **A) Business Facilitation Services**

This is a specific service, which for example is to assist Indian companies to establish a presence in the UK and British organisations to start up a business in India. Based on a successful business model CMS can be relied upon to be an important and effective partner. This service is also provided for many other countries.

The package covers topics tailored to the needs of the client and includes incorporation, trademarks, banking advice, accommodation set-up, staff engagement and many other essential elements to establish a market presence.

### **B) Project Implementation & Interim management**

CMS with its own resources and associates is able to carry out many types of project internationally and domestically. This may include responsibility for meticulous implementation through engagement of effective resources, through to handover to client resources and effecting a seamless transition.

CMS can also provide resources for projects or companies who have short-term projects. Our appointed team members can get directly involved in ad hoc research to “putting the house in order” whether at Board or shop floor level. CMS can also assist development with more complex situations requiring sensitive implementation to accommodate company turnarounds and acquisitions.

## **6. Business process outsourcing**

CMS BPO services provide a comprehensive range of voice/web base contact and cost effective front office tools that span sales & marketing, technical help desk and customer care. Highly trained Associates, under experienced supervision and stringent quality standards deliver services that consistently meet customer expectations and service level agreements.

CMS can provide a completely professional service, 24 hours a day, 365 days a year to meet your specific requirements from India (UK managed) and directly in the United Kingdom.

We can also offer you a wide range of services that would aptly suit all your requirements of content management, from data entry services, scanning, electronic publishing, data handling, data processing, multimedia and online publishing. Accounting and co-ordination of tax affairs and legal services can also be undertaken.

## **7. Personnel recruitment**

CMS is not a dedicated recruitment agency but has the necessary skills to identify and process suitable personnel for the benefit of its clients. Typically CMS provides:

- 1) Identification, engagement and training of personnel for organisations starting up in a new market.
- 2) Reorganisation, engagement and training of personnel, as part of process of assisting a client to restructure their business.

Recruitment facilities are provided for clients having engaged CMS to undertake other key tasks or activities within their organisation.

CMS has specialist resources to identify and process new personnel.

## CONTACT INFORMATION

Our key management consultants are versed in many disciplines and experienced in numerous industries. However, for your convenience, if you would like specific information on any particular service please refer to the contact list below.

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