



CONSULTING SERVICES

STRATEGY AND BUSINESS PLANNING (SBP)

Now more than ever, companies are seeking incremental revenue and profit improvement opportunities through eCommerce initiatives. These initiatives involve assessing a range of factors, including online customer experiences, new product and category offerings, business partner enablement, new channels and customer markets. Strategy and Business Planning provides the framework, analysis and rationale to define, quantify and prioritize business opportunities tailored to the specific attributes of the organization. The outcome is a sound business case, a realistic roadmap to achieve the return on investment, and a unified focus across all participating business groups.

An innovative strategy combined with the support of a well-tuned and aligned organization is the prerequisite to accomplish any critical eCommerce business objective. Fry Consulting Services has a wealth of experiences crafting thoughtful strategies and realistic plans most relevant to our clients' goals. We are able to draw on these experiences as well insights gained through research and analysis to quickly develop eCommerce strategic roadmaps for our clients.

OFFERINGS

eCommerce Strategy

Market Opportunity Assessment

Business and Financial Planning

Capability Assessments

Organizational Planning

ECOMMERCE STRATEGY

eCommerce Strategy is the overarching direction and game plan that guides all areas of your online offering and organization. What options should we choose to grow our business? How do we serve our customers better than our competition? How must our organization change in order to achieve our goals? These are just some of the many critical questions that an effective strategy answers. Fry Consulting Services is dedicated to creating innovative eCommerce strategies that answer these important questions and enhance our client's value proposition.

MARKET OPPORTUNITY ASSESSMENT

Developing a great eCommerce strategy first requires a fact-based understanding and quantification of the market opportunities. We leverage relevant intellectual capital from our client's leadership, and our consulting team's experience and business intelligence to understand your customers, potential customers, competitors, and industry trends. Analyzing this information using segmentation, market positioning and benchmarking techniques shapes a unique point of view on the magnitude and relative priority of potential business opportunities. This perspective allows us to develop high-impact strategic options and helps our clients weigh the relative tradeoffs in choosing a direction.



BUSINESS AND FINANCIAL PLANNING

Business & Financial Planning brings a powerful eCommerce strategy closer to delivering real value by evaluating and estimating the activities, resources and investments needed for implementation. Fry Consulting Services brings a library of business case templates, metrics, estimating assumptions, and industry benchmarks to bear in developing detailed program plans and financial projections with our clients. Our experience in providing ongoing project management and leadership to support execution lends further credibility to our planning capability...we know what it takes to execute a strategy because we've done it before.

CAPABILITY ASSESSMENT

No strategy can succeed without the proper execution of an organization's people, process and technology. Understanding the specific abilities and limitations across these dimensions is critical to formulating a comprehensive business case and realistic roadmap. Client work-sessions, surveys, and best practice benchmarking are common methods we use to understand capabilities and identify gaps across key functional areas, including marketing, merchandising, content management, operations, supply chain, customer service, and finance.

ORGANIZATIONAL PLANNING

Knowing how to best utilize resources is one of the key components in driving efficiency and effectiveness within an organization, especially when developing and implementing an eCommerce initiative. Fry Consulting Services works with our clients to assess current organizational structures, and plan ways to align resources with new strategic plans. We also help clarify organizational roles and responsibilities, and recommend steps for improving skills and performance measurement so that our clients can feel confident that they are structured for sustainable success.

SERVICES WE OFFER IN ECOMMERCE STRATEGY & BUSINESS PLANNING INCLUDE

